



HOTEL STANDARDS REPUTATION MANAGEMENT, BUILDING AND RETAINING CUSTOMER LOYALTY

Report

jaglu uddin
student id: 2209549

Jaglu Uddin
Student Id: 2209549

Table of Contents

Introduction.....	2
Hotel Standards.....	2
Factors Affecting Hotel Reputation.....	3
Service quality and consistency.....	3
Cleanliness and hygiene	3
Facilities and amenities.....	3
Staff training and behaviour	3
Guest experience and feedback.....	3
Role of Technology and Social Media	4
Online reviews and ratings	4
Social media presence.....	4
Guest experiences that are made better by technology.....	4
Tools for managing your online reputation	4
Strategies for Building and Maintaining Hotel Reputation	4
Set and keep high standards.....	5
Set up good guest feedback systems.....	5
Branding and marketing strategies	5
Address negative feedback right away	5
Offer unique experiences	5
Retaining Customer Loyalty	6
Conclusion	7
Reference	8

Introduction

In the competitive hospitality industry, hotels have several challenges in maintaining their reputation and customer loyalty. Hotel service, cleanliness, amenities, and guest experience determine its reputation. Today, customer reviews may make or break a hotel's reputation. So, hotels must keep their reputation and customers.

This study will examine how hotel standards affect reputation, client loyalty, and retention. Service, cleanliness, facilities, and amenities affect a hotel's reputation. Technology and social media may aid reputation management and client loyalty. We will also examine how hotels can improve their standards, reputation, and customer retention.

This research aims to teach hotel managers and owners the importance of reputation management and customer loyalty. This research should help readers understand what factors affect a hotel's reputation and customer loyalty, as well as how to improve standards and retain customers.

Hotel Standards

Hotel standards are a collection of norms and criteria that hotels follow to ensure that its service, facilities, and amenities are consistently of high quality (Bauer, 2020). Guest rooms, housekeeping, food and beverage, maintenance, safety, and security are all covered by these requirements.

Hotels must adhere to these criteria to guarantee that their customers have a safe, pleasant, and happy experience. By adhering to these criteria, hotels can establish a reputation as a trustworthy and dependable provider of hospitality services.

Furthermore, adhering to hotel standards can assist hotels in meeting legal and regulatory requirements, reducing liability, and improving operating efficiency (Chatfield et al., 2017). Maintaining high cleanliness standards, for example, can prevent the spread of germs and diseases while sticking to safety standards can lower the likelihood of accidents and injuries (Bauer, 2020).

Overall, adhering to hotel standards is critical for preserving a favourable reputation, ensuring guest happiness, and long-term success in the competitive hospitality sector.

Factors Affecting Hotel Reputation

Among the things that can affect a hotel's reputation are:

Service quality and consistency

One of the most important things that affects a hotel's reputation is how good the service is. Hotel guests expect the staff to be friendly, quick, and personal, and if they don't get that, it can lead to bad reviews and hurt the hotel's reputation (Susskind, 2010).

Cleanliness and hygiene

For guests' comfort and safety, cleanliness and hygiene are essential. Hotels that don't keep their rooms clean enough risk getting bad reviews, losing customers, and having their reputations hurt.

Facilities and amenities

Hotels with modern, well-kept facilities and amenities are more likely to get more guests and have a better reputation (Iqbal, 2016). People expect hotels to have high-quality features like gyms, pools, spas, and places to eat.

Staff training and behaviour

Hotel staff has a big impact on how guests feel and what they think about their stay. Staff training, behaviour, and attitude can have a big effect on how happy guests are and how well the business is known in general (Prentice et al., 2020).

Guest experience and feedback

Guest feedback is one of the most important parts of managing a hotel's reputation. A hotel's reputation can be helped by good reviews and ratings, but hurt by bad ones. Hotel managers need to keep track of what guests say and take care of any problems right away to keep guests happy and improve the hotel's reputation (Iqbal, 2016).

Role of Technology and Social Media

In hotel reputation management, the role of technology and social media has become more and more important (Chang & Werther, 2021). Here are some ways that technology and social media can affect the reputation of a hotel:

Online reviews and ratings

Reviews and ratings on sites like TripAdvisor, Yelp, and Google can have a big effect on the way people think of a hotel. Guests often base their booking decisions on these reviews, so hotels need to keep an eye on and manage their online reputation to keep a good image (Walters, 2021).

Social media presence

Facebook, Twitter, and Instagram are all social media sites that can help hotels connect with their guests and build their brand (Kreutzer, 2018). A strong social media presence can also help hotels manage their reputations by letting them respond to guest feedback and share positive reviews and experiences.

Guest experiences that are made better by technology

Technology can make the guest experience better by giving guests things like mobile check-in and keyless room entry (Walters, 2021). Hotels that offer experiences made possible by technology can get more guests and have a better reputation.

Tools for managing your online reputation

There are many tools and platforms that can help hotels manage their online reputation, such as reputation monitoring software, tools for managing social media, and platforms for managing online reviews (Chang & Werther, 2021).

Strategies for Building and Maintaining Hotel Reputation

Here are some things hotels can do to build their reputation and keep it:

Set and keep high standards

Hotels should have clear standards for service, cleanliness, amenities, and other parts of the guest experience. These standards should be made clear to both staff and guests, and hotels should work hard to keep their high level of service consistent (Bauer, 2020).

Staff training and motivation are important if a hotel wants to provide good service and keep a good reputation. Staff training programs should be put in place to make sure that employees are well-informed, polite, and able to meet guests' needs.

Set up good guest feedback systems

Hotels should ask guests for feedback on their stays and use this information to improve service and deal with any problems quickly (Zhou & Wu, 2012). This feedback can be gathered through online reviews, surveys, and comment cards, among other ways.

Branding and marketing strategies

Hotels should spend money on branding and marketing strategies that send the same message and image through all channels. This can be done by making a strong presence online, using social media, and advertising in specific places (Kreutzer, 2018).

Address negative feedback right away

When a guest has a bad experience, hotels should deal with the problem right away and, if necessary, offer the right kind of compensation. This can help to lessen the bad effects of the guest's experience and show that the hotel cares about their happiness (Mohammed Abu Hussein et al., 2023).

Offer unique experiences

Hotels can stand out by giving their guests experiences and amenities they can't get anywhere else (Zhou & Wu, 2012). This can include special places to eat, tours and trips in the area, and personal concierge services.

Retaining Customer Loyalty

Maintaining customer loyalty refers to the process of persuading customers to remain loyal to a company or brand over time (Russo & Confente, 2017). It entails establishing a relationship with clients that is founded on trust, customer satisfaction, and a sense of mutual benefit. Customer retention is crucial for numerous reasons.

Customers who are loyal are more inclined to spend or rebook, which can increase revenue and profitability. Keeping customers is less costly than obtaining new ones. By prioritizing client loyalty, hotels may minimize marketing expenses and enhance return on investment (Russo & Confente, 2017). Moreover, customers that are loyal are more likely to refer a hotel to their friends and family, which can increase sales.

Hotels that retain guests are able to outperform the competition. Loyal consumers are less likely to be influenced by competitors' marketing and more likely to select the hotel they have previously trusted and enjoyed (Quesado, 2022).

Ultimately, sustaining customer loyalty is vital for establishing a profitable and sustainable hospitality business (Rasuleva & Khurana, 2020). It can assist improve income, decrease marketing expenses, and provide a competitive edge in a crowded industry.

Some techniques hotels can employ to retain customers:

1. Focus on customer happiness as it is essential to maintaining customers. Hotels should prioritize delivering personalized service and immediately and effectively meeting guests' needs.
2. Hotels can establish emotional connections with guests by providing personalized experiences, remembering guest preferences, and offering extra touches such as welcome presents or handwritten messages.
3. Provide loyalty programs and incentives Hotels can encourage customers to return by providing loyalty programs and incentives (Quesado, 2022). These may include rewards points, discounts, complimentary upgrades, and other benefits.
4. Hotels should take complaints and feedback from guests seriously and swiftly fix any issues. This can assist increase visitors' trust and reflect the hotel's dedication to ensuring their contentment.

5. Hotels should strive to create a seamless guest experience across all touchpoints, from booking to check-out. This may involve providing technology-enabled services such as smartphone check-in and keyless entry (Rasuleva & Khurana, 2020).
6. Following up with guests following their stay can assist to reinforce positive experiences and resolve any lingering difficulties. Hotels may send individual thank-you notes or emails, request comments, and provide future stay incentives.

Conclusion

Finally, hotel reputation management, client loyalty, and long-term performance depend on high standards (Chang & Werther, 2021). For a good guest experience and a good reputation, hotel managers and owners must focus service quality, cleanliness, facilities, and amenities. Hotels must use technology and social media to engage visitors, maintain their online reputation, and provide distinctive guest experiences (Prentice et al., 2020).

Hotels may attract new guests, retain loyal customers, and stand out in a competitive market by using reputation and loyalty tactics. Setting high standards, implementing effective guest feedback systems, employee training and motivation, branding and marketing, resolving negative feedback, giving unique experiences, and loyalty programs may all improve guest experiences and reputations (Susskind, 2010).

Hotels that prioritize client satisfaction, build strong reputations, and sustain customer loyalty will be better positioned for long-term hospitality success.

Reference

- Bauer, U. (2020) "Intercultural competencies and cultural standards in international hospitality," *The Routledge Companion To International Hospitality Management*, pp. 93–105. Available at: <https://doi.org/10.4324/9780429426834-10>.
- Chang, C. and Werther, S. (2021) "Talent management innovations in the hospitality industry: Insights from the winners of the hospitality HR award," *Talent Management Innovations in the International Hospitality Industry*, pp. 127–151. Available at: <https://doi.org/10.1108/978-1-80071-306-220211007>.
- Chatfield, H.K., Chatfield, R.E. and Poon, P. (2017) "Is the hospitality industry ready for the New Lease Accounting Standards?," *The Journal of Hospitality Financial Management*, 25(2), pp. 101–111. Available at: <https://doi.org/10.1080/10913211.2017.1398955>.
- Iqbal, U. (2016) "Financial performance in Daily Hotel and Business Management," *Journal of Hotel & Business Management*, 05(02). Available at: <https://doi.org/10.4172/2169-0286.1000e113>.
- Kreutzer, R.T. (2018) "Social Media und social-media-marketing," *Social-Media-Marketing kompakt*, pp. 1–19. Available at: https://doi.org/10.1007/978-3-658-21147-9_1.
- Mohammed Abu Hussein, A. *et al.* (2023) "Relationships between human resource management practices, employee satisfaction, service quality, and employee service behavior in the Hotel Industry," *Problems and Perspectives in Management*, 21(1), pp. 242–252. Available at: [https://doi.org/10.21511/ppm.21\(1\).2023.21](https://doi.org/10.21511/ppm.21(1).2023.21).
- Prentice, C., Dominique Lopes, S. and Wang, X. (2020) "The impact of Artificial Intelligence and employee service quality on customer satisfaction and Loyalty," *Journal of Hospitality Marketing & Management*, 29(7), pp. 739–756. Available at: <https://doi.org/10.1080/19368623.2020.1722304>.
- Quesado, P.R. (2022) "The balanced scorecard and competitiveness in the hospitality industry," *Sustainability and Competitiveness in the Hospitality Industry*, pp. 67–94. Available at: <https://doi.org/10.4018/978-1-7998-9285-4.ch003>.
- Rasuleva, D. and Khurana, K. (2020) "The influence of Brand Equity on customer satisfaction in the hotel industry in Uzbekistan." Available at: <https://doi.org/10.31124/advance.12827657>.
- Russo, I. and Confente, I. (2017) "Customer loyalty in the business-to-business context," *Customer Loyalty and Supply Chain Management*, pp. 14–50. Available at: <https://doi.org/10.4324/9781315162829-2>.
- SLOAN, P. (2009) "Hospitality Industry Environmental Management Systems and strategies," *Sustainability in the Hospitality Industry*, pp. 147–159. Available at: <https://doi.org/10.1016/b978-0-7506-7968-8.00012-0>.

Susskind, A.M. (2010) “Guest Service Management and processes in restaurants: What we have learned in fifty years,” *Cornell Hospitality Quarterly*, 51(4), pp. 479–482.
Available at: <https://doi.org/10.1177/1938965510375028>.

“V. Integrated Customer Loyalty, customer relations and customer retention management (CRM)” (2015) *Marketing, Sales and Customer Management (MSC)*, pp. 133–166.
Available at: <https://doi.org/10.1515/9783110410266-007>.

Walters, H. (2021) “Maintaining welfare standards during hospitalisation,” *BSAVA Webinar Library* [Preprint]. Available at:
<https://doi.org/10.22233/9781910443491.webinar240221>.

Zhou, Y. and Wu, Y. (2012) “Research on the relationship between group-purchasing service quality and customer loyalty in Hotel Industry,” *ICSSSM12* [Preprint]. Available at:
<https://doi.org/10.1109/icsssm.2012.6252279>.