

Programme: **Certificate of Higher Education in International Hotel Management**

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Introduction

Providing an accommodation as availability gives people a freedom to travel globally and have place to sleep and rest. Since the age of time, the need of old inns which were mainly used for trade and work, changed and shaped with a time in hotels and become also used for leisure in more ways. Nowadays hotels are “a commercial establishment providing lodging, meals and other guest services” (business dictionary).

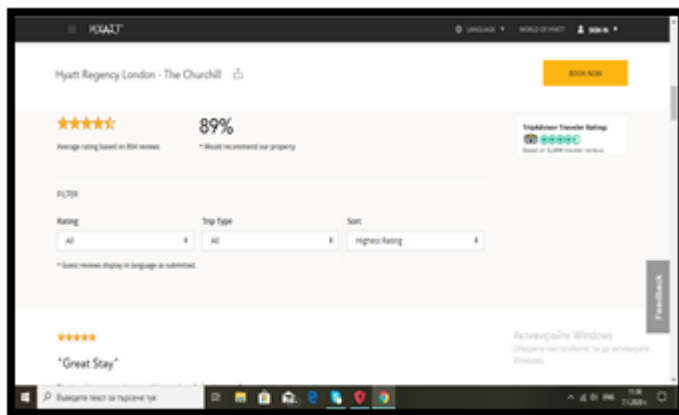
This report will be based on my own experience and observation in a 5*(five star) hotel located in central London, where I used to work long time ago. There I saw the things from a different angle and learned a lot as a floor supervisor. It is Hyatt Regency London- The Churchill.



Caterer.com



Les Clefs d'Or- Great Britain



Screen shot/Hyatt.com/LONDON



Azzarengo Magazine

The building is part of the Hyatt Hotels Corporation since February 2004, owned by brothers Jay and Donald Pritzker.

Notable personalities stay in the hotel -like Barak Obama in 2008.

The points that I would like to touch in this report are the service that this five star “property” delivered, the continues improvements they planned at that time I worked there, adaptation to different and changing in a time guest’s preferences and the effect that those changes cost to the service management.

Provided service

Hotels are the “spine” of the hospitality industry. They are improved way of the old inns where the only service provided was lodging of the travellers or passer biers. Today the hotels turn the travelling into journey and pleasure along with the different types of services provided and amenities they present to their consumers. The thirst for travelling expand with the easy access to every part of the world and together with that many forms of hotels exist to satisfy the travellers. But not only the services play the main role here, the location is ahead of all the factors. All those elements form the classification, rating and the categories of the certain accommodation which show what they offer to the potential clients. Most popular one is star rating. This classification is used in countries like Germany, Austria and UK. Hotels in Britain are rated from 1(one*) to 5(five*) stars. This system is introduced by AA, UK, (The Automobile Association) alongside with the main tourist boards in the UK. This model is used to inspect and rate the accommodations.

“Star rating from 1 to 5 show the standard of quality of the hotels, guest accommodation and self-catering.” (The Automobile Association)

Briefly the more star option you choose the more will cost, but the service and the quality of the amenities will be on higher level. This system is very beneficial for both sides- for hotel is the easiest way to show to potential customers what they offer, and from a client's point of view is the way to find what they look for effortlessly.

The Hyatt Regency- London is a 5*star hotel- luxurious accommodation and public areas. A range of extra facilities and a multilingual service available. Guests are greeted at hotel entrance. High quality menu and wine list (AA, UK-hotel service ratings).

In the housekeeping department (because of my experience there) the work was going very smooth. Compared to other hotels this one was very organized and tidy. With the regular training and weekly meetings, the housekeeping team was always ready and motivated. And when the “roots are strong” the result was easy to see-this was reflecting to the service that all the team demonstrated, and all this chain was bringing satisfied customers. For example: some guests stayed for a longer period and the maids were memorized how they would like their room to be cleaned on daily basis-how and where they want the clothes to be folded, how the shoes be ordered. At the first sight these are just details but those details together with high quality facilities gives the clients the moment and feeling of comfort they look and paid for. Every individual guest was treated based on his own requirements- there was a guest for whom we used to prepare and designed a special shisha room- removing the bed from the room, replacing it with sofa and other traditional items in order to help him to feel the Arabic atmosphere.

According to Gilmore & Pine, (2002); Yuan & Wu, (2008) tourism and hospitality industry has been the most experience-based service industry. Means most of the time the best room or perfect sheets or even a meal wouldn't be enough to give the right feeling and leave the memorable experience in customer's mind.

In connection of that always a warm welcome, positive greeting and even a simple smile can change the game. Here I would like to add the words- customer experience is an observation of a journey that precedes service encounters, passes through service deliver and continues even after delivery the service. (Berry et. Al, 2002)

That's what I learned in this hotel- the good service is not only selling the luxurious facilities for a good price but also the ability to transport and leave behind a memory.

Quality management (continues improvement)



Picture/European seed

Hospitality industry is not just based on restaurant and hotel services- this is only the “visible surface of the iceberg”. It does not provide only a service, it presents working people, ideas, organizations, teams, plans and goes beyond. Now, this industry is reception, entertainment, events, business, profit making for some and for others just enjoying the moment. It becomes a complex of elements which are unrepeatably connected in order to stay strong and competitive in the market. Hospitality is considered the fastest growing industry in our modern world and the competition is hard, because of the similar if not identical service that is offered. Here comes the importance of the quality management and continues improvement where the trends change very fast and the management need to catch up very quickly those new trends in order to lead in this sector. Managing quality standards is not simple. All the management should be competent and have a clear plan. To achieve a goal in direction of success the priority is to make the guest or visitor feel welcomed. This could be done by polite manners, a smile, a good will to help if needed- by very well-trained employees. But not always instructing is enough, make the workers feel good in the work-place is the main idea. The true leader should give them a safe and comfortable place to show their full potential, make them feel that this is their own business then workers can deliver this feeling to the consumers.

Another important goal for quality management is making the system work for the guest. The pleasant atmosphere should be arranged before arriving of the visitors. Everything should be organized, and the manager should maintain the process all the time to make sure it is done perfectly. Beside that the leader should be ensure that system is working all the time and while working also making a good profit.

For example, in Hyatt Regency London the Head Housekeeper had very strong connection with all the housekeeping team. She (Head Housekeeper) used to do meetings every few days. Meeting always started with a big thank you from her side to us (team) for the great job and efforts that we put and after she was asking if there is any problem any issue or anything missing in order to make sure that there is no a problem during the working process. She was the “queen” of the motivation speeches- and after the meeting all of us was feeling inspired and full of energy.

Adaptation to changes (guest preferences)

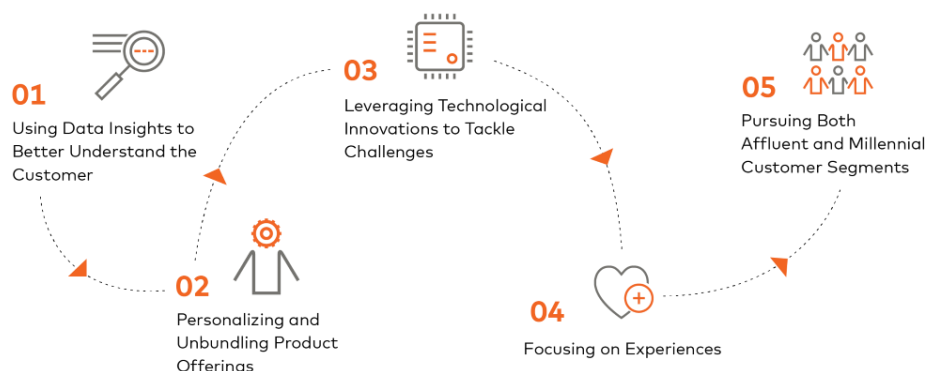


picture/Aspire Consulting

The biggest change, and not only in hospitality industry also in all other sectors and even in our personal life is the technology. Whether for better or not new methods are changing the world and all need to adapt. Adaptation usually is a slow process and happens gradually, but not in this era. Every company, business, organization should catch up quickly in order to keep their sustainability in the market, especially in hospitality industry. Adapting to changes is part of the business progress and the first step toward that is changing the online behaviour. This is the key to reach the new trends and going ahead of them. Along with these new movement customer's expectations and need also reshaped. Making a fast and easy booking online bring along the demand for a faster and better services from clients. But it is even more important to learn how to deal with that- with using it. For example, online researches could help to open the visibility, optimize and renew the communication, win loyalty.

Some other of those changes is also data, mobility and different customer expectations. Data is everywhere now. All hotels have a massive pile of data. Diving into this information, searching what clients need and expect, what they like and dislike- the organization can get closed to their customers. This is the only way to adapt to changes- knowing how to use them in order to satisfy the consumers and the business.

EMERGING TECH TAKES HOTEL INDUSTRY TRENDS OF 2019 TO THE NEXT LEVEL



Picture/Mastercard Data & Services

For example, in Hyatt the regular guests had customized rooms and loyalty programs.

Mobile phones are the gadgets owned by nearly 90% of the global population- so using them as a tool is a must. And not only by the customers also using them in process of work is useful. In Pizza Express, for example, the waiter uses a special mobile phone to send the orders straight to kitchen staff while taking them- fast and easy. Even in some hotel's maids work with specialized mobiles or tablets and see if their rooms are departed.

Impact of the changes to guest service management

As mentioned above changes are happening in every service providing sector. And as hotel companies try to catch up the new customers' desires in order to make them feel unique experience. For that aspect technological amenities help a lot- easy and fast reservations, different choices, accessible researches- but are they really could drive to the natural, native sense of satisfaction?

"There for it is important to get customer feedback in order to achieve a high level of guest satisfaction" (Howel, Mareco & DeMicco, 1993)

From this point of view the sector must follow and improve even more modern facilities to attract the clients. But from the other side service is a process done by trained workers or professionals (humans) that are the only way to deliver that feeling of a natural, native satisfaction sense. Techno revolution have an impact to a human resource- employees been replaced by an automated robots or programs (in Sales Departments for example).

Conclusion

"Customers' internal and subjective response to any direct or indirect contact with the company across multiple touch points" is the definition of the customer experience according to Meyer & Schwager (2007)

I think it is very simple and clearly explained- "touch points" are the most important moments. Satisfaction and loyalty change according to customer itself- visitors from foreign countries may have different meaning of experience rather than a local, domestic ones. It is difficult to predict what a consumer would like- but trying your best always gives result.

That's what I learned in Hyatt Regency London hotel.

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