

Hospitality and Guest Services

BMIH4003

STUDENT NAME: RICCARDO STEFANELLI

STUDENT NUMBER: 2216158

LECTURER: LUCIANA SUARDI

WORD COUNT: 1843 (Reference not included)

Hotel standards, reputation management and
service culture

Hotel Standards

Hotel standards are a set of criteria that hotels must meet to provide the highest quality of service and hospitality to their customers. The standards are put in place to ensure that all hotels provide a consistent level of service, no matter the size or location. These standards are based on customer feedback, industry best practices, and safety and health regulations. Hotels must meet these standards to maintain a competitive edge in the hospitality industry.

Hotel standards are typically broken down into two main categories: service standards and physical standards. Service standards refer to the customer service and hospitality provided by the hotel. This includes things such as customer service, cleanliness of the rooms and public areas, the quality of food and beverages, and the overall guest experience. Physical standards refer to the physical condition of the hotel, such as the building and grounds, furniture and fixtures, and safety and security measures.

Customer Service

Customer service is one of the most important aspects of a hotel's standards. Hotels should provide friendly and helpful customer service at all times. This includes greeting guests upon arrival, helping when needed, and providing accurate information about the hotel. Additionally, hotels should have a customer service policy that outlines how staff should respond to customer complaints and inquiries.

Cleanliness

Cleanliness is also an important standard for hotels. Hotels should ensure that all areas of the hotel, including the rooms, public areas, and communal areas, are cleaned regularly with high-quality products. Additionally, hotels should have a policy in place that outlines how often rooms and public areas should be cleaned, and what types of cleaning products should be used.

Food and Beverage

Food and beverage are another important aspect of a hotel's standards. Hotels should provide a variety of high-quality food and beverage options for their guests. This can include restaurants, bars, cafes, and room service. Additionally, hotels should ensure that all food and beverage items are safely stored and handled to prevent any contamination.

Guest Experience

The guest experience is a key factor in a hotel's standards. Hotels should create an inviting and comfortable environment for their guests. This includes providing amenities such as complimentary Wi-Fi, a business centre, and recreational activities. Additionally, hotels should ensure that their staff is always professional and courteous.

Physical Standards

Physical standards refer to the physical condition of the hotel and its grounds. Hotels should maintain the building and grounds in a safe and secure manner. This includes ensuring that the building and grounds are well-maintained and free from any hazards. Additionally, hotels should ensure that all furniture and fixtures are in good condition and properly maintained.

Safety and Security

Safety and security are key components of a hotel's standards. Hotels should have a comprehensive safety and security plan in place to ensure the safety of their guests. This should include measures such as security guards, CCTV cameras, and security systems. Additionally, hotels should ensure that all staff are trained in emergency procedures and have access to emergency equipment.

Hotel standards are essential for ensuring the highest level of service and hospitality to customers. Hotels should ensure that they meet all of the standards outlined in this report to remain competitive in the hospitality industry. By providing a consistent level of service, cleanliness, food and beverage, guest experience, physical standards, and safety and security, hotels can ensure that their customers have the best possible experience.

Guest Service

Guest service, service culture, and reputation management are three important, yet interrelated concepts that play a leading role in the success of any business. Guest service is the term used to describe addressing customers' needs and concerns in the most hospitable way, service culture is how employees treat customers, and reputation management is how the company is perceived by the public. Implementing a service culture that emphasizes positive guest service goes a long way in increasing customer satisfaction and improving reputation management.

Guest service is a term used to describe the service a host gives to their guests or customers. It encompasses all the activities that a business or establishment takes to serve guests, including providing prompt and helpful responses to inquiries, managing customer expectations, dealing with complaints or disputes, and providing tailored solutions to customers' specific needs. For a business to adhere to a good guest service standard, proper staff training is paramount. While it is considered the frontline staff who have direct

contact with customers, it is also important for all employees within the business to understand the value of providing a good and tailored guest service.

Service Culture

Service culture is a term used to refer to the attitudes, values, and expectations of employees within a company or organization, as it relates to their interaction with customers. A positive service culture is one that is anchored in a commitment to facilitating a positive customer experience and treating customers with respect and courtesy. A positive service culture is essential for ensuring a strong customer base as customers need to feel valued and appreciated in order for them to be willing to continue using a company's services. For this reason, it is important for businesses to be proactive in creating a positive service culture among its employees.

Service culture refers to the shared values and practices of an organization, and how they support its customer service and the overall customer experience. Service culture is a critical element in any organization, but especially in the hospitality industry. It is the foundation of a successful customer experience and can be the determining factor in customer loyalty and profitability.

The hospitality industry is one of the most service-oriented industries in the world. It is built on the premise of providing excellent customer service, and the customer experience is the foundation of the hospitality business. Customer service is at the heart of the hospitality industry, and it is essential for hospitality businesses to have a strong service culture.

A service culture is different from a corporate culture in several ways. Corporate culture tends to focus on the internal operations of an organization and how they impact the company's bottom line. Service culture, on the other hand, is focused on the customer and how to best serve them. It is about creating an environment of trust, respect, and openness that encourages customer loyalty and satisfaction.

In the hospitality industry, service culture is essential for success. It is not enough to have an excellent product or service; customers must be treated with respect and have a positive experience. A strong service culture emphasizes the importance of customer service and ensures that customers are treated with the utmost care. It also encourages employees to take ownership of their customer service responsibilities and to provide exceptional service.

Service culture is also important in the hospitality industry because it helps create an environment of trust and loyalty between the customer and the organization. Customers will be more likely to come back and recommend the business to others if they feel that their needs are being met and their experience is positive. A service culture also encourages employees to be more proactive in their customer service efforts, which can lead to improved customer satisfaction and loyalty.

A good service culture helps create a competitive advantage for the hospitality industry. Customers will be more likely to choose a business that has a strong service culture over one that does not. This is because customers recognize that businesses with a strong service culture are more likely to provide better customer service, which leads to improved customer satisfaction and loyalty, service culture is essential for the hospitality industry. It is the foundation of a successful customer experience and can be the determining factor in customer loyalty and profitability. It is different from a corporate culture in that it focuses on the customer and how to best serve them. A strong service culture encourages employees to take ownership of their customer service responsibilities and to provide exceptional service. It also helps create an environment of trust and loyalty between the customer and the organization. Service culture helps create a competitive advantage for the hospitality industry and is essential for success.

Reputation Management

Reputation management refers to the process of managing a business's reputation in the public eye, including its online reputation. Businesses need to be aware of how they are perceived by the public to ensure that they are providing customers with a positive and consistent experience. Reputation management goes beyond just providing a good guest service. Businesses need to make sure that they are creating a positive online presence and responding to customer reviews and comments in a timely and professional manner.

For a business to be successful, they must prioritise guest service, service culture, and reputation management. Positive guest service is essential in creating a positive relationship with customers, and a positive service culture is essential in facilitating a reliable customer experience. Furthermore, reputation management is key to ensuring that businesses are

seen in a good light by the public. Implementing strategies in each of these areas creates opportunities for businesses to succeed, both in terms of customer satisfaction and financial performance.

The purpose of brand consistency standards is to ensure that a company's message is presented in a unified and recognizable way across all channels. This helps to maintain a consistent brand image and message and build trust with customers. Brand consistency standards also help to create a sense of familiarity with customers, making them feel comfortable and confident in the brand.

All hotels do not necessarily have the same brand consistency standards. Each hotel may have their own set of standards and guidelines, depending on their needs and goals and targeted clientele. The standards may vary from hotel to hotel, but they should all be designed to create a unified customer experience and maintain the hotel's brand reputation.

Hotels can manage their reputation effectively by adhering to their brand consistency standards. This means ensuring that the message they present is consistent across all channels, including online, print, and physical locations. Customers should be able to recognize the brand and the message it is presenting no matter where they encounter it. This helps to build trust and loyalty with customers and ensures that the hotel is presenting itself in the best light.

Hotels can also manage their reputation by monitoring customer feedback and reviews. They should take the time to respond to customer comments and complaints in a timely manner and use the feedback to make improvements to their services. Hotels should also stay up to date on industry trends and customer preferences, so that they can adapt their services and offerings to meet customer needs and expectations. By following these tips, hotels can ensure that their brand is presented in a consistent and unified manner, and that their reputation is managed effectively. This will help them to build trust with customers and create a positive image in the minds of their customers.

REFERENCE:

- 1) Bardi. (2011). Available at: *Hotel front office management* (5th ed.). Wiley.

- 2) Baradarani, & Kilic, H. (2018). Available at: Service innovation in the hotel industry: culture, behavior, performance. *The Service Industries Journal*, 38(13-14), 897–924.
<https://doi.org/10.1080/02642069.2017.1420172> .
- 3) Chen. (2011). Available at: Innovation in hotel services: Culture and personality. *International Journal of Hospitality Management*, 30(1), 64–72.
<https://doi.org/10.1016/j.ijhm.2010.07.006>.
- 4) Diéguez-Soto, Fernández-Gámez, M. A., & Sánchez-Marín, G. (2017). Family Involvement and Hotel Online Reputation. *BRQ Business Research Quarterly*, 20(3), 151–163.
<https://doi.org/10.1016/j.brq.2017.05.001>.
- 5) Foroudi. (2019). Available at: Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>.
- 6) Ho. (2017). Available at: Giving offense and making amends: How hotel management attempts to manage rapport with dissatisfied customers. *Journal of Pragmatics*, 109, 1–11.
<https://doi.org/10.1016/j.pragma.2016.12.001>.
- 7) Inside Zappos: A Culture of Customer Service. (2014). Inc.
- 8) Kinni. (2011). Available at: *Be our guest : perfecting the art of customer service* (Revised and updated edition.). Disney Editions.
- 9) Maynard, & Susskind, A. M. (2019). Available at: *The Next Frontier of Restaurant Management : Harnessing Data to Improve Guest Service and Enhance the Employee Experience* (Maynard & A. M. Susskind, Eds.; 1st edition.). Cornell University Press.,
<https://doi.org/10.7591/9781501736520>.
- 10) (McLeod) Lotardo, & Earle McLeod, L. (2018). Available at: *Creating a Culture of Service*.linkedin.com. (Accessed on 02/06/2023).
- 11) Michelli. (2008). *The new gold standard : 5 leadership principles for creating a legendary customer experience courtesy of the Ritz-Carlton Hotel Company* (1st edition). McGraw-Hill.
- 12) Perez-Aranda, Vallespín, M., & Molinillo, S. (2019). Available at: Hotels' online reputation management: benefits perceived by managers. *International Journal of Contemporary Hospitality Management*, 31(2), 615–632. <https://doi.org/10.1108/IJCHM-07-2017-0460>.
- 13) <https://doi.org/10.1016/j.brq.2017.05.001>.
- 14) Rabadán-Martín, Aguado-Correa, F., & Padilla-Garrido, N. (2020). Available at: ONLINE REPUTATION OF 4- AND 5-STAR HOTELS. *Tourism and Hospitality Management*, 26(1), 157–172. <https://doi.org/10.20867/thm.26.1.9>.
- 15) Reyes-Menendez, Saura, J. R., & Martinez-Navalon, J. G. (2019). Available at: *The Impact of e-WOM on Hotels Management Reputation: Exploring TripAdvisor Review Credibility With the ELM Model*. *IEEE Access*, 7, 68868–68877.
<https://doi.org/10.1109/ACCESS.2019.2919030>.
- 16) Sherman. (2006). Available at: *Class acts service and inequality in luxury hotels*. University of California Press. <https://doi.org/10.1525/9780520939608>.