



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Hospitality & Guest Services in the Hotel Industry

[BMIH4003]

Week 4

Assignment 2 full introduction

Developing a service culture and
Guest Service Expectations

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

[-Digital Connectivity Bursary Application Form](#)

[-Undergraduate Bursaries](#)

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Recap

What did
we discuss
last week?

- Who are the different consumers
- What are their expectations and how to meet them
- Hotel segments
- Changing customer needs
(*including technology*)

Type your answers in the chat box or raise your yellow hand.

Today's content

Part 1:

- Assignment 2 task specification
- Report structure
- Student examples
- Q&A

Today's content

Part 2:

- Service culture vs corporate culture
- How is service culture different to service excellence
- Service failure & service recovery
- Is the customer always right?

Assignment 2 – 1500 word Report

Assignment Title:	Assessment 2: Report Report title: Hotel standards, Reputatior management and Service Culture	Word count (or equivalent):	1500 words
Hand Out Date:	W/C 24 th April 2023	Submission Deadline:	23: 59 pm Monday 12 th June
Draft Deadline:	Monday 5 th June 2023	Return date of provisional marks & written feedback:	23:59 pm 10 th July 2023

Assignment 2 – Report

‘Hotel standards, reputation management and service culture’

Background:

The hospitality industry is very competitive, and businesses need to keep up with the latest hospitality trends to avoid being left behind. Additionally, keeping pace with the industry as a whole is a great way to ensure your business delivers the kind of customer experience people want and expect.

Task:

You are tasked with developing a **1,500-word report** (+/- 10%).

○ The following **topics must be the focus** in your report:

- Service Culture
- Hotel standards
- Reputation Management

Consider the following questions:

Hotel standards:

- What is the purpose of brand consistency standards?
- Do all hotels have the same standards?

Reputation Management:

- How can hotels manage their reputation effectively?
- What is the importance of effective guest reviews management?
- What is the impact of negative reviews?

Service culture:

- What is service culture?
- How does this differ from corporate culture?
- Why is this important in the hotel industry?

Recommendations:

- What recommendations do you have for hotels regarding market trends? What are the obstacles facing certain businesses?
-

Assignment 2: Report

- Ensure you are not being too descriptive. Instead, support your discussion with **examples/case studies from the hotel and hospitality industry**.
- Demonstrate your knowledge and understanding by **providing analysis**, by **making comparisons between different global hotel players** (case studies) and by **proposing** realistic **recommendations** to the industry.



Report - Structure

- Your report should follow the **structure** below:
- Title Page
 - Executive Summary
 - Content Table
 - Introduction
 - Main Findings (including **sub-headings**)
 - Conclusion
 - Recommendations
 - Reference List (minimum of **15 references** is required)

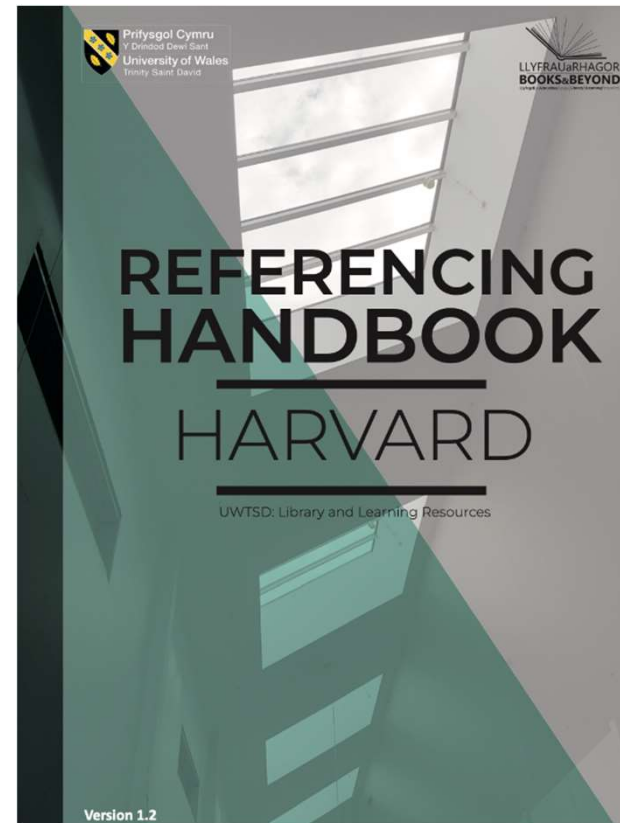


Additional Guidance

- Level 4 Guidebook (pages 25-27)
- Study Skills
- Draft work: **Monday 5th June by 5pm**
- Example Report (*to help with structure/format of a report*)

Referencing

- Available in Online Library, Moodle & in Teams files
- Please refresh your knowledge from the Business Skills module



Credible Sources

- IoH Library
- UWTSD Online Library

Databases, e.g. NewsBank, MarketLine etc.

Leganto Reading Lists

- Google Scholar and Google Books
- Academic books and journals

➡ Peer-reviewed

Academic Support

InfoSkills

- Finding and using information
- Referencing and plagiarism

infoskills@uwtsd.ac.uk

Study skills support is available to all University of Wales Trinity Saint David students who need assistance with their studies.

- Academic writing
- Avoiding plagiarism
- Critical thinking
- Exam revision
- Planning and organisation
- Presentation skills
- Referencing
- Researching

studyskillsdistance@uwtsd.ac.uk

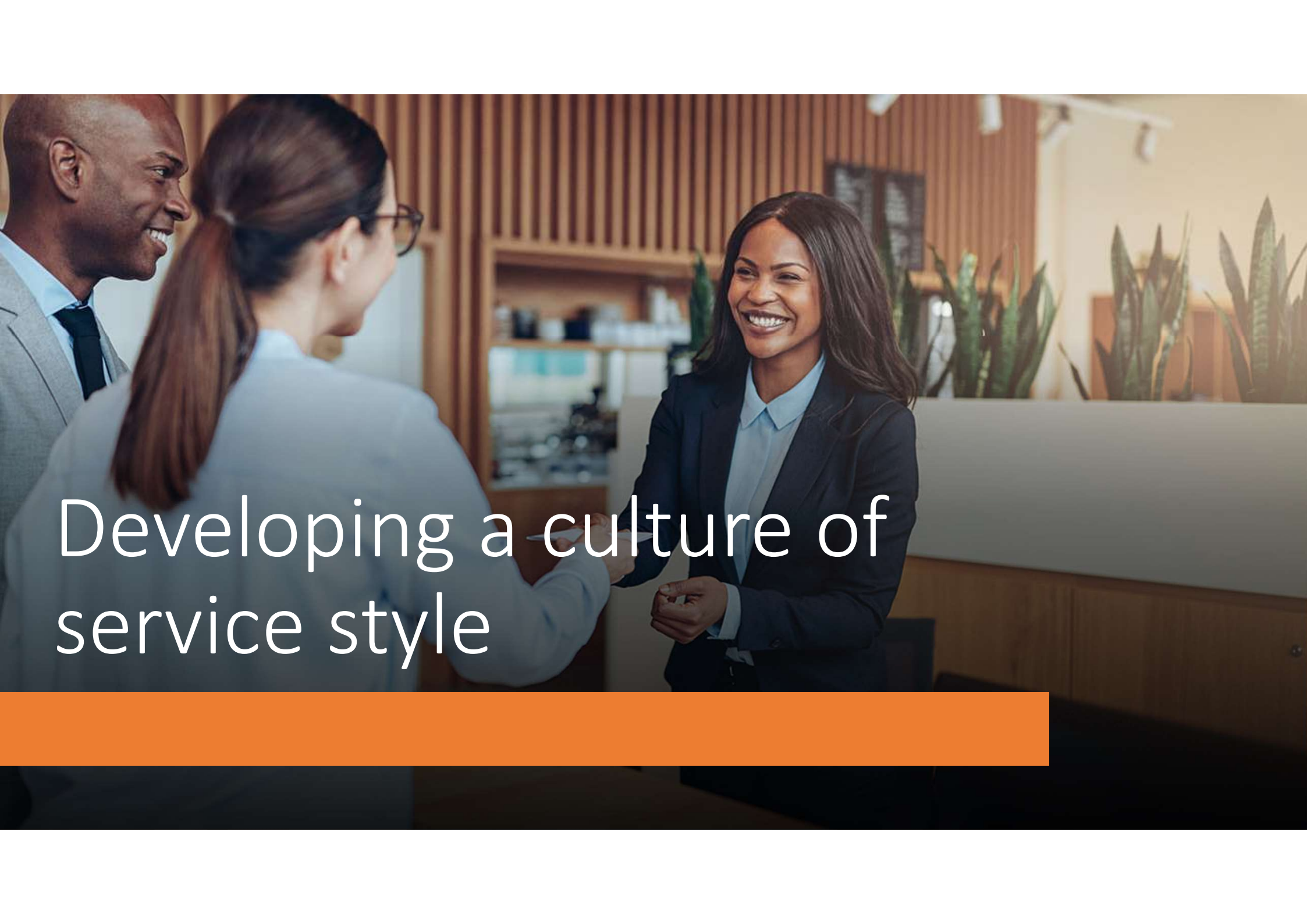
Academic Misconduct

- UWTSD has a strong commitment to academic integrity which reflects the University's core mission
- Academic Misconduct will not be tolerated in any shape or form
- If a submission is deemed suspicious, the student will be invited to a Viva prior to an investigation by the Academic Office (AO)
- Do not work in teams – if you are found to share your work with another student, you will also be investigated.



Any Questions?





Developing a culture of
service style

Group Discussion



What is culture?



What is corporate culture?



What is service culture?

What is corporate culture?



Corporate Culture

Corporate culture refers to the beliefs and behaviours that determine how a company's employees and management interact.

Corporate culture is also influenced by national cultures and traditions, economic trends, international trade, company size, and products

Corporate cultures, whether shaped intentionally or grown organically, reach to the core of a company's ideology and practice, and affect every aspect of a business.

Task – Finding out about service culture

You have 20 mins to:

Watch the two videos that discuss service culture (*links in chat*)

Answer the following questions:

- What is service culture?
- What 3 things did Dennis Snow want customers to say about visiting Disney World?
- What is Step 2 in Dennis Snow video for creating a service culture?
- What is the difference between service excellence and service culture?



What is Service Culture?

- It refers to a company culture that is focused on customer service.
- A company with a service culture focuses its mission and processes on serving the customer first and foremost.
- The goal is to provide the best experience and most value for the customer, and each employee's duties should be focused on that goal. An effective service culture motivates team members to put the customer first.
- A service culture is a place where employees love to come to work and customers love to do business with you.

Four Steps for Creating A Service Culture



Define your Service Culture



Carefully design your hiring & selection process



Elevate the training process



Hold people accountable

Coaching
Recognition

Service Failure & Recovery

When things go wrong ...
... and how to fix it!

Group Discussion



What is service failure?

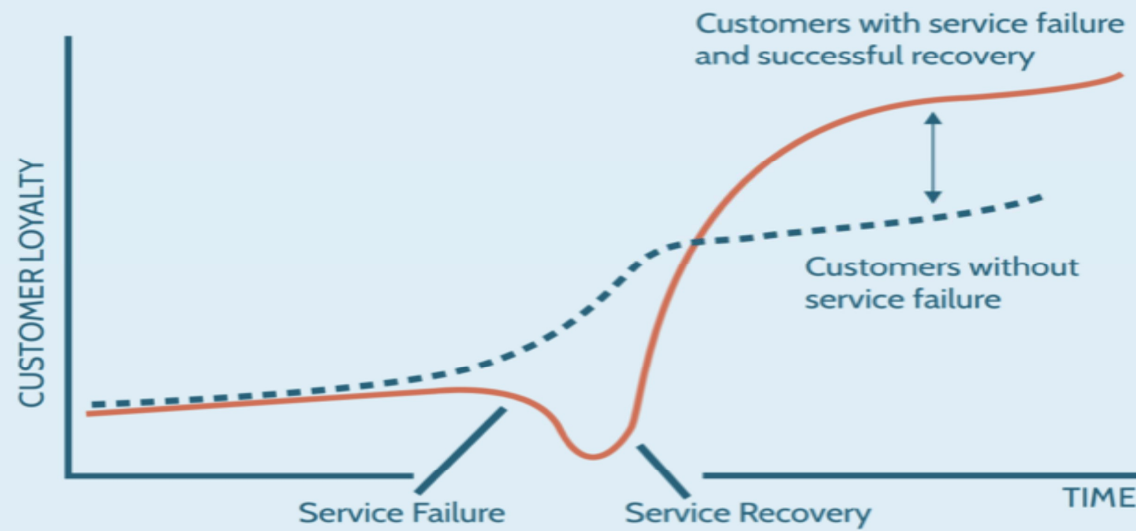


What is the impact of things go wrong?

A Service Recovery Story



Service Recover Paradox (SRP)



Service Recovery Paradox (SRP)

It has been observed that customers become more loyal to a business after they have experienced a service failure, then if it had never occurred in the first place.

If second service failure occurs, the paradox disappears

Best Strategy: Do It Right the First Time!

Service Failure

A service failure refers to service performance that fails to meet customer expectations.

Service recovery refers to the systematic efforts made by a business to rectify a service failure and to retain customers' goodwill.

Service recovery plays an important role in achieving/restoring customer satisfaction and loyalty.

Don't forget to appreciate your existing customers!

It's 7x more expensive to get a new customer than to retain an existing one



Group Discussion

Is the customer
always right?

The “Karen” Phenomenon



Summary: The Customers Is Not Always Right...

- Sometimes customers are wrong and employees need to know how to handle them accordingly. Taking ownership of a mistake that the business is not accountable for is a slippery slope
- Unreasonable expectations
- Hunt for freebies
- Not all customers are worth keeping

The wise business owner knows how to properly refocus, reframe and manage expectations. The wise business owner is savvy enough to find a solution that makes everyone happy.

Any Questions?



Next Week

NO TAUGHT LECTURE

Use your time wisely!

- Assignment 1 deadline – Thursday 25th May by 25:59
- Record your presentation via your individual link in Teams
- Ensure slides are uploaded to Turnitin
- Start making a plan for assignment 2
- Attend industry event on Monday 22nd May

Next Time

- Reputation Management
- Impact of positive and negative reviews
- Importance of having an online presence
- Hotel standards
- How to keep standards consistent



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I look forward to seeing you next week.

If you have any questions in the
meantime, please send an email from
your student account

c.joyner@uwtsd.ac.uk

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