

Hospitality and Guest A2

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Introduction

The hospitality industry is marked by high levels of competition and high expectations from customers, both of which make it difficult for businesses to remain one step ahead of the competition. In order for hotels to be successful, they need to make upholding high standards, protecting their reputation, and cultivating customer devotion their top priorities. This report addresses these vital areas and offers recommendations to motels on how to maintain their profitability and competitiveness in the industry.

Hotel standards

Standards for maintaining brand consistency have been developed with the intention of ensuring that the image, services, and facilities of a hotel are congruent with the brand ideals and promise made by the hotel. This consistency is essential in the process of establishing the identity and reputation of a brand, and it serves to differentiate the hotel from other establishments that are in the same industry. In addition, maintaining consistent standards ensures that visitors receive the same level of service and have an experience of the same calibre no matter where they stay or what brand of hotel they choose.

Although motels may have standards that are comparable to one another, this does not mean that they are the same. Different hotels have different standards because of their different target markets, locations, and core company values. For instance, the standards of a luxury hotel would be different from those of a budget hotel, and a hotel situated in the middle of a city would have different standards than one located in a rural area. It is of the utmost importance for motels to determine their target market and devise standards that are in line with the requirements and requirements of this market.

The Marriott International network of hotels is a good illustration of a hotel that has successfully established consistent brand standards. The promise that Marriott makes to its customers is that they will receive personalised and high-quality service, and the company's brand standards are designed to represent this promise. The company has established a comprehensive set of guidelines and training programmes in order to guarantee that all of its hotels provide comparable levels of service, amenities, and overall experiences for their guests. For example, all Marriott hotels are required to offer free Wi-Fi, a fitness facility that is open around the clock, and a mobile check-in option for their guests. This consistency has assisted Marriott in establishing a strong brand recognition and customer loyalty, as evidenced by the fact that the

company's loyalty programme now counts over 140 million members (Marriott International, 2021).

The Accor Hotels Group is yet another example of a hotel company that has established brand standards across its properties. Accor Hotels is home to a wide variety of hotel brands, some of which include luxury, upmarket, and economy hotels. The company has established brand standards that are specific to the target market for each individual brand. For example, the luxury Softie brand offers high-end amenities like designer toiletries and personalised butler services, whereas the economy ibis brand concentrates on providing services that are both reasonable and effective. Accor Hotels has also made a commitment to reducing its environmental footprint and supporting sustainable tourism practises, and this focus on sustainability has been incorporated into the brand standards of the company (Accor Hotels, 2021).

Reputation management

In the hospitality sector, where a hotel's image can make or break its success, reputation management is essential. Monitoring online reviews and comments, acting quickly in response to unfavourable reviews, and attending to customer complaints are all essential components of effective image management. Customers' trust and credibility are increased as a result, which is crucial for fostering good word-of-mouth and repeat company.

It is impossible to overstate the value of managing visitor reviews effectively. A BrightLocal study found that 73% of consumers say positive reviews increase their trust in a company while 85% of consumers peruse online reviews before making a purchase. On the other hand, unfavourable reviews can significantly harm a hotel's image and business. According to a Cornell University study, a hotel's online reputation score increased by one point on a scale of five, and this resulted in an 11.2% rise in revenue (Reinhold, 2015).

Hotels must respond to unfavourable reviews in a timely and professional manner if they want to successfully manage their reputation. They ought to listen to the guest's complaints, provide a response or an explanation, and, if required, extend an apology. In order to enhance their services and amenities, hotels should also urge visitors to leave reviews and feedback.

In the hospitality sector, reputation management is essential because it can significantly affect a hotel's performance. The Four Seasons Hotel is one illustration of a hotel that has successfully managed its image. The Four Seasons employs a devoted team of social media managers who

keep an eye on customer reviews and feedback online and react quickly and competently to unfavourable comments.

In order to continually improve its services and amenities, The Four Seasons also invites visitors to leave evaluations and feedback. For instance, the hotel launched a brand-new programme called "Empower You" that lets visitors tailor their stay to suit their tastes. In reaction to feedback from visitors who wanted more individualised experiences, this initiative was launched (Four Seasons Hotels and Resorts, 2021).

The Ritz-Carlton hotel chain is another illustration of image management done well. The "Gold Standards" initiative at The Ritz-Carlton outlines the brand's values and standards for guest service. This programme, which is strengthened by ongoing training and employee appreciation, has helped the Ritz-Carlton earn a reputation for providing exceptional customer care.

In comparison, some hotels have had trouble managing their reputations, which has resulted in unfavourable reviews and lower sales. For instance, a viral video of a guest at a well-known hotel company complaining about a filthy room resulted in bad press and a decline in reservations. The impact on the hotel's reputation was worsened by the hotel's tardy reaction to the crisis and by effective reputation management.

Hotels should spend money on social media monitoring and respond to negative reviews promptly and expertly to better reputation management. In order to keep improving their services and facilities, they should also encourage visitors to give reviews and feedback. Hotels should also make sure that all of their staff members have received excellent customer service training and have the authority to respond quickly and effectively to any issues that guests may have.

Customer loyalty

Through individualised services, hotels can also increase client devotion. This entails customising encounters and services to suit the preferences and requirements of every visitor. For instance, hotels can use visitor information to customise in-room amenities, give specialised dining options, or make suggestions for nearby sights and events. Personalization distinguishes the hotel from its rivals and fosters a feeling of connection and loyalty with guests.

Through its loyalty programme, Marriott Bonvoy, Marriott International is a great example of a hotel company that has been successful in fostering customer loyalty. The programme rewards

members who make straight hotel reservations with special perks like free Wi-Fi, mobile check-in, and room upgrades. Additionally, Marriott has made an investment in individualised services, such as its "Your Suite" programme, which enables visitors to personalise the features and services of their accommodation before arriving (Marriott, 2021).

The Four Seasons Hotel is another illustration; it is well known for its first-rate customer care. The hotel company gives its employees the freedom to go above and beyond for their customers by surprising them with special gifts or setting up interesting activities or excursions. This strategy has assisted the Four Seasons in establishing a devoted following of clients and upholding a high standard of client happiness.

Hotels need to concentrate on providing exceptional experiences that go above and beyond for guests if they want to develop consumer loyalty. This calls for spending money on staff training, personalising services based on information about individual customers, and providing privileged incentives and benefits through loyalty programmes. Hotels that place a high priority on patron loyalty will see an increase in repeat business, good word-of-mouth, and a solid reputation in the sector.

Recommendations and market trends

According to a report by the United Nations World Tourism Organization, travellers are giving more and more consideration to sustainable tourism, with 65% of all travellers worldwide doing so when selecting a location (UNWTO, 2019). According to a Booking.com survey, 72% of travellers think eco-friendly practises are essential for travel, and 70% said they would be more likely to book a hotel if it adopted them (Li, 2013). As a result, motels that use sustainable practises may be better able to draw eco-aware visitors and spread good word of mouth.

Another expanding tendency in the hospitality sector is experiential travel. 58% of international travellers value experiences over material possessions (PwC, 2019). By offering distinctive and immersive experiences that cater to visitors' interests and preferences, hotels can take advantage of this tendency. One such instance is the "Greenhouse Suite" at the Ace Hotel in New York, which has a hydroponic garden where visitors can choose their own herbs and veggies (PwC, 2019).

Another development that is changing the hotel sector is digitalization. According to an Amadeus study, 63% of travellers would be ready to share their data in exchange for

personalised recommendations, and 85% of travellers anticipate a personalised experience when booking a hotel (Amadeus, 2019). In addition to offering mobile check-in and check-out, hotels can use technology to offer digital concierge services, personalised suggestions based on guest preferences, and mobile check-in and check-out. For instance, the Wynn Las Vegas hotel installed Amazon Echo devices in resident rooms so that visitors could voice-control room features (UNWTO, 2017).

But for motels, following these suggestions might be difficult. For instance, implementing sustainable practises might necessitate sizable infrastructure and technological expenditures, which might be challenging for smaller hotels with constrained resources. Similar to this, offering individualised services to hotels with a high number of visitors may be difficult. The provision of individualised services and upholding operational effectiveness must coexist in hotels.

Conclusion

In conclusion, upholding high standards, managing image, and cultivating repeat business are essential for hotels to thrive in the cutthroat hospitality sector. To stay competitive and lucrative, hotels must give priority to these areas and adjust to shifting market trends and guest expectations. Hotels can provide distinctive and memorable experiences for their guests while generating favourable word-of-mouth and repeat business by utilising strategies like loyalty programmes, outstanding customer service, sustainable tourism, and digitalization.

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