

Hospitality and Guest Services

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INTRODUCTION:

In Hospitality industry Guest is relation between host and the customer, where Stranger or visitor receive services like shelter, food and related thing with welcome and warm environment. As a professional in hotel or related sector main important thing identify consumer touchpoint and successfully delivery with care is fundamental for owner. In past people who used hotel and management have little interaction, but now a day's buyer spends more money so there expectation also more, that reason needs anticipation client desire. For quality services demand analyse data, consumer opinion, regularly study is not also a big cost. Taking responsibility of the guest is the key point for hotel business, so understanding buyer needs before they ask and anticipating increase consumer interest. Good services mean better appraisal means more client, so understanding different service and hospitality is important. For a successful market not enough to attract new consumer, management authority needs orient also existing customer return policy, their satisfaction and fidelity. So, give precedence buyer contribution in hotel is essential. Make regular

consumer behaviour, demand analyse they will return or recommend friends, relative to same hotel. These case study base of Park Plaza hotel in London. They organised big event and spa and relaxation with food and accommodation related with event.

Service in hospitality industry:

Despite there are different definition of the meaning, we think the action of do something for someone or handling a duty. In hotel they provide accommodation with food and beverage. Modern days it is not only shelter but also interaction both customer and buyer's relation that's call friendliness. It may welcome consumers, make comfortable, hygienic their room, food deliver or suggest restaurant, bar services or any other requirement guest needs. Checking is very important because consumer make immediate idea of a comfortable stay.

Every hotel reception plays a key role because they wait front desk and welcome people, so aspect is more important things. Usually every industry uses the method as –

- ❖ Customer came main entrance of the hotel.
- ❖ Where receptionist ask, they have any reservation.
- ❖ Guest reply yes
- ❖ The responsible agent takes details about identification document and credit or debit card details.
- ❖ The whole system from beginning to offer their room key will take 3-4 minutes, agent implement assistance with good manner. If any reason consumer needs more time offer sitting area with drinks and solve the problem as soon as possible.

In true hospitality clerk may take more time some time but communication with guest avoid annoying occasion.

Brand hotel industry make generally every chain almost same looking due to technical and cost reason only differ welcome agent. Buyers are not use previous hotel, but they can guess what type of services they are waiting, because hotel staff trained same way in chain hotel. Every consumer remembers their stay time how they tired when they need help or staff provide or if feel special expected guest, it remains memorable.

Sincerity:

Authentic smile and intention of a front desk manager impression guest welcome, if they exchange communication with respect most of the consumer appreciate that. People like listening their name or surname it felt unique, so they believe honestly taking care not only doing your duty. If any previous guest return and recognise in checking desk it is a best way, make a good relationship with users depends interaction like-

- ❖ Where they live
- ❖ Name his or her
- ❖ Their journey was comfortable or not
- ❖ Previously they used same services or any other chain if it is
- ❖ Give advised nearby other restaurant or other entertainment services with permission.

First thing understanding consumer feel easy or not, if they are other activity don't waste their valuable time. All these communications must be friendly, so need careful and wait for good

moment. Research show major part of guest desire most attention and appreciate good interaction. In ownership industry take attention consumer want services or hospitality.

Modern days shelter and related facilities are together run. When anyone book a room normally, they not only expect accommodation but also residing time related facilities. Hotel industries reaches a high level with economic contribution in world level. In United Kingdom decline pound value increase tourist and new lodging are grew up, whoever it will think a possible scenario if market is declines, as per issue of uncertainty of market or economic growth in industrial system or related sector. Future we will automate system in services department as laundry food and beverage client can order inside the room using app or special porter so that case more and more hotel can provide same amenities.

Will guest come back for our services or make good review for other known person or recommend same hotel depend they are happy or not for our services we provide. Food is a big part of hotel industry; they not only remember where they stay but hospitality also.

Next level of hospitality after few years: -

John Montgomery is an executive director of Horwath HTL's Denver office. In long time carrier in hospitality industry like 23 years financial and practical environment in 57 offices worldwide focusing hospitality and their consumers. His view are-

Services support report:

Guest supporting team assistance in peak time like seasonal, festival, event or similar occasions will time to time otherwise hospitality unable provide services. When High profile guest booked for hotel then not only hospitality relation matter depends also security, visitors, meeting, impact other services. Venue organisation quality maintain make long time effect for the industry and every expectation matter for future. Now a days increasing environmental regulation, people has ethics concern customer prefers ecological product. hotel is adopt eco-friendly materials due to publicity of activity group

Responsibilities:

Team leader of the consumer assist and organised tourist all information and demand. Explain venue, its related things with accurate and appropriate manner, well cleaned and specialised dress presenting company images. Assist visitor and coordinate is not only responsibility also ensure feedback manage criticize, publicity with accurate and competent way, reply telephone or online enquires. The importance of guest services content,

- Handling of guest mails, message, and key
- Proceeding for guest paging, issue safety deposited locker, and visitor room change.
- Handling left luggage and if needed wake up call.
- Resolving any complain as soon as possible.

Information table:

Desk assistance cover all the quires visitor ask, like venue information, transport system, laundry, opening hour local amenities, shop, alternative food or beverage, suggest the best

option, so gather all the information nearby and provide customer. Ensure all the information is true written in diary also other staff can used and update programme.

Boulevard management one of the best venue organiser and provide best services. They guide all the visitor with event specific information, travel and shelter. London security office regarding misplaced stuff to avoid certain incident. Secure public field remain clean and safe and professional.

Event support and related issue as public transport, venue point queue time, imaginable circumstances nearby. Demonstrate responsibility in working environment, help desk as required. Phone incoming call manage immediately, cover accurate live information with professionally explain fault related programme, log every information like web site or other communication system update.

Optional services like linguistic are cover with second languages, so covered with other option, tourist feel well basically non-English speaking people are benefited for their mother language's.

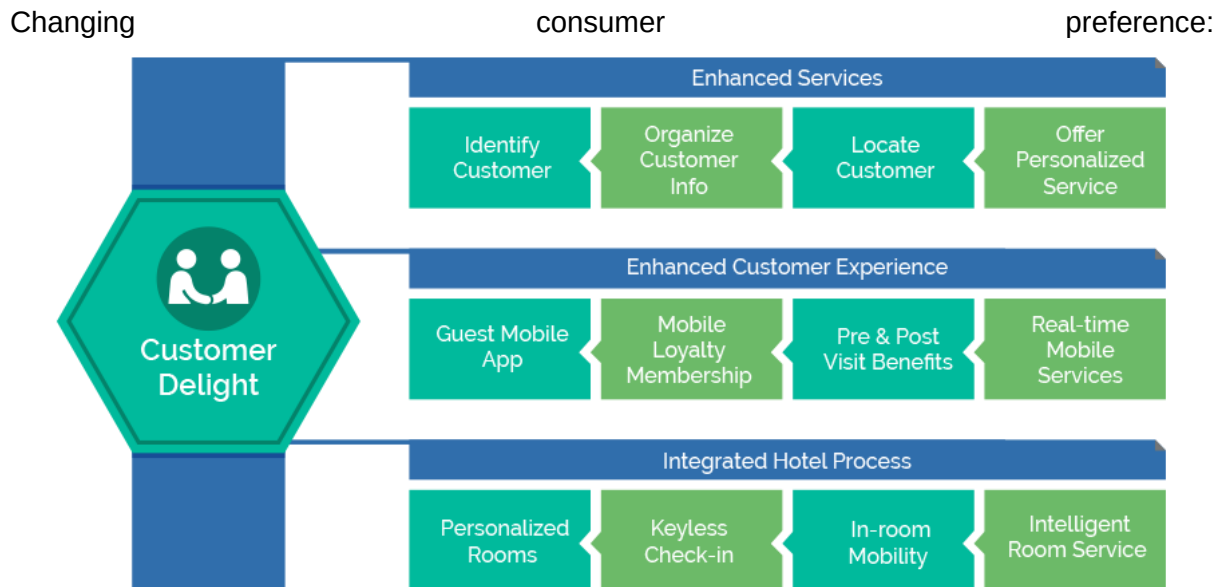
Communication skill:

Clear vocabulary and written things secure reader or listener to follow properly, prepare view clear and decisive, express professional attitude. Share experience with warm comfortable, positive side welcoming idea help team orientation and friendly situation. Positivity respect with colleague increase work strength and guest services, so team will motivated achieve the goal, engage every individual, soft behaviour provocative and well end think encourage finish proper way.

Every person has different skill, give importance secure supportive attitude, responsible and help when needs make easy also less stressful ambience. Operative ability is different, work in under high pressure, in short time need extraordinary capacity. Deliver confidence calm and helpful towards other stuff and consumers protect time also good quality work.

Flexibility and powerful vision with vigorous consumers awareness capacity is adaptably as well as versatility. Negative situation needs adapt different measure or change role for fulfil the condition.

Knowledge is accurate update with data base flexible to adopt modern technology, able to communicate as well as validate a warm easy appearance, responsible positive thoughtful of visitor even a very stressful condition. all the time provocative and helpful attitude in working time tolerant others and remain calm in most pressure condition, show understand health and safety also first aid can use computer in useable level, have knowledge to speak other languages even not necessary benefit all the role. Experience and skill in specific desk services or facing visitor are essential. In event time experience are crucial. Responsibility and background need for these roles so manager will consider position of the key role.



Anticipating customer demand is the main point in hospitality industry, so visitor behaviour analysis is the study points today. Follow every individual, group, or others organisation and process they used like services, entertainment, experiences, ideas have impact of the industry. (Hawkins et al., 2010).” Hawkins et al. (1992) defined it as a process of a study of economic, social psychology, sociology as well as cultural anthropology in order to endeavours to understand the customer purchasing and lifestyle. Data collection is another point to know customer behaviour. Primary data collection is easy because you can get it from guest entry book so used theses information and their behaviour for future is easy. Privacy laws restricted collect data from secondary group collect third person views, experience, review or their idea use investigate to get advantage for future client.

Conclusion:

Analysis guest review make a data of satisfaction level, demand of consumer every single service, overall satisfaction level, entertainment, food and beverage services are crucial in this industry. Humane resources result show that shelter and satisfaction of related thing a big mater. More than 22,000 review has in Trip adviser in Westminster Park Plaza branch, they got 4.5. excellent review, although there was some client are not happy. By consultation in hotel director about what we found so decrease of unsatisfaction level or gaps with accommodation and hospitality services. All the available opportunities of good services depend on structure of the hotel, but all the time can improve level of enjoyment. Welcome clients advise of any sector for improvement, customize gust basis their demand, offer souvenir, good marketing approach, offer visitor specific demand and collaboration. Relationship manager always used database of consumer within law and make sure next buyer comfort will serve before they demand. Weakness analysis in services most valuable so collect every negative experience used data base on marketing determination. Similar hotel and their policy also review for improvement purpose.

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