

Hospitality and Guest Services

BMIH4003

Hotel standards, Reputation management and Service Culture

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Executive summary

Service culture, reputation management, and brand consistency are three areas where hoteliers should concentrate their efforts. If you want to maintain satisfied and dedicated customers, you must manage the reputation and consistency of your brand. Brand loyalty is influenced by how well customers are treated. Hotels need to put sustainability, digital presence, wellness, and experience offers first if they want to adapt to market changes. Three obstacles need to be overcome: authenticity, expense, and technology. Hotels can increase their chances of success in this sector that is undergoing rapid change by following these rules.

INTRODUCTION-

Hotels must maintain high standards, efficiently manage their reputations, and cultivate a strong service culture to thrive in this changing climate. The hospitality sector is extremely competitive. In order to better understand the importance of these factors to a hotel's performance, this paper will give a high-level review of the major elements of hotel standards, reputation management, and service culture.

HOTEL STANDARDS

The calibre of the accommodations, extras, and services offered to visitors are all included in hotel standards. For enhancing the guest experience and guaranteeing customer satisfaction, these requirements are crucial. High hotel standards are created and upheld as a result of the following factors:

- * Hotels must provide visitors with cosy, spotless, and well-kept rooms that meet or exceed their expectations. The whole guest experience is greatly improved by room amenities like cosy beds, luxurious linens, and contemporary furniture.
- * To meet the various needs of visitors, hotels should offer a variety of amenities, such as dining establishments, lounges, health clubs, swimming pools, and conference rooms. These amenities must be well-kept, easily reachable, and of the highest calibre.
- * Safety and security must be guaranteed at all times. Hotels should have strong security measures in place, such as CCTV surveillance, trained employees, and emergency response procedures.

BRAND CONSISTENCY STANDARD. Therefore, corporate branding through online advertising in relation to promptly updated promotion, facilities, high-quality services, and cleanliness issues is crucial to influencing company performance (Bayer, Srinivasan, Riedl, & Skiera, 2020). A corporation creates its own distinct identity and brand image through branding by integrating numerous touchpoints into consumers' thoughts. Customer service, electronic advertising, and the calibre of any company's services are some of the touchpoints. Successful business branding helps stakeholders, especially potential consumers, understand the operational and strategic objectives. Gordon, Fu, Ryu, Lehto, and 2019.

Through their website, hotels should provide client happiness and trust in order to foster customer loyalty (Sürücü, Ztürk, Okumus, & Bilgihan, 2019). The board of directors' conversation about the value of corporate brand and brand loyalty after taking into account guests' brand experiences is facilitated by the current understanding of corporate brand knowledge in the hotel industry (Liu, Hultman, Eisingerich, & Wei, 2020). The performance of hotels was discovered to have a significant impact on a hotel's direct sales or the effectiveness of hotel advertising (Masa'deh, Alananzeh, Tarhini, & Algudah, 2018). Karami and Tajvidi (2021)

SERVICE CULTURE

According to Susskind, Kacmar, and Borchgrevink (2003), restaurant service is a process that three different groups of people—managers, including owners, employees, and patrons—create together. Due to the complexity of the process, factors relating to the customer, such as demographics or behaviour, as well as factors relating to the service provider, such as demographics, behaviour, mood, and emotion, as well as factors pertaining to the context, such as the organisational setting, structure, leadership, and co-workers, all have an impact on the service process (Ford & Etienne, 2003).

REPUTATION MANEGMENT

For hotels, managing their reputation successfully is essential because it has a direct impact on bookings, client happiness, and general success. In order to properly manage their reputation, hotels might use the following techniques:

* **Social media engagement:** Guests should be actively engaged on social media sites like Face-book, Twitter, and Instagram. Be prompt in your responses to questions, comments, and communications. Use social media as a forum to disseminate information, advertise special deals and events, and promote the good things about your hotel.

On-line review monitoring:

To stay up to date on customer reviews, frequently check sites like Trip-advisor, Yelp, and Goggle Reviews. Regard both good and negative reviews with promptness and professionalism. Recognise and respond to any issues brought up by visitors to show that you value their opinions and are dedicated to finding solutions.

Deliver exceptional service:

A solid reputation is built on consistently offering top-notch service. Put your efforts into educating and enabling employees to provide great service to visitors. Respond quickly to any client issues and go above and beyond to fulfil their expectations.

Guest feed back:

Use surveys of visitor opinions to glean important information regarding visitor experiences. These polls can be used to gauge client happiness and pinpoint areas for development. Consider the suggestions offered by the visitors and inform them of any changes you make as a result.

Collaborate with influencers:

Collaborate with important influencers in the hospitality and tourism industries to increase your hotel's visibility and reach. Engage influencers in a memorable experience and invite them to remain. Your property's popularity may be significantly impacted by their positive reviews and social media mentions.

Consitance branding messaging:

All communication channels should maintain a consistent brand. Create a distinctive value proposition and provide it on a regular basis through your website, social media profiles, advertising, and contact with customers. The trust and awareness of prospective guests are increased by a unified brand image.

Importance of effective guest reviews:

Influence on booking decisions

:When making a reservation, potential guests mainly rely on on-line reviews. Negative reviews can turn away potential guests, while positive ratings can improve sales and bookings. Hotels may fix issues, emphasise pleasant experiences, and influence perceptions of their establishment by managing guest reviews.

Guest engagement and loyalty:

A hotel's dedication to guest involvement and satisfaction can be seen in how it responds to reviews, both positive and negative. Hotels that actively interact with customers by responding to reviews encourage loyalty and trust. Customers are more inclined to suggest the hotel to others and return when they feel heard and acknowledged.

Competitive advantage:

Hotels that have a track record of consistently favourable reviews may have an advantage over their competition. The hotel stands out from rivals and gets more reservations when it has a solid reputation based on favourable guest evaluations. Visitors are more inclined to select a hotel if past visitors have consistently had good things to say about overall, managing guest evaluations well is essential for drawing in customers, establishing a solid reputation, finding potential areas for improvement, and encouraging customer loyalty. It is crucial to the overall reputation management plan of a hotel.

Impact of negative review:

Damage to reputation

Negative evaluations can be detrimental to a hotel's reputation, especially if they are shared on social media or well-known review sites. Potential guests can get an unfavourable impression of the hotel as a result of the complaints mentioned in the reviews. Rebuilding a damaged reputation might take some time and work.

Customer trust and confidence:

Negative evaluations damage the hotel's reputation and the faith of its guests. Due to the unpleasant experiences of others, visitors could doubt the dependability and calibre of the services offered. The hotel may find it more difficult to draw in new customers and keep hold of current ones as a result.

Impact on on-line rankings:

The volume and attitude of reviews are frequently taken into account by on-line review systems for determining rankings. A lot of unfavourable reviews might harm a hotel's standing in these directories, making it less noticeable to travellers looking for lodging. The hotel's internet visibility and bookings may suffer as a result.

Customer perception and word-of-mouth

:A hotel's reputation among prospective guests may be impacted by unfavourable evaluations. A hotel may come across as untrustworthy, unprofessional, or of low quality if it repeatedly gets bad reviews. Dissatisfied visitors are also more inclined to spread bad information about their experiences through word-of-mouth, which could affect the choices of friends, family, or co-workers.

Conclusion:

In conclusion, efficient management of customer evaluations is essential for hotels to uphold a positive reputation and draw additional reservations. Positive evaluations can increase a hotel's trustworthiness, affect booking choices, and encourage repeat business from visitors. They serve as social proof and offer insightful information for growth. On the other side, unfavourable evaluations can have a substantial negative effect on a hotel's reputation, resulting in fewer reservations, reputation harm, and lost client trust. Negative evaluations, however, can present a chance for development and can be used to address problems and raise visitor satisfaction. Hotels should actively reply to both positive and negative reviews, do so in a timely and courteous manner, and then take the necessary steps to address any problems. Hotels can establish a solid reputation, stand out in the market, and increase revenue by handling customer reviews well.

Redcomondation

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