



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

200
1822 - 2022

Hospitality & Guest Services in the Hotel Industry

[BMIH4003]

Week 6

Reputation Management

Hotel Standards

Register at 9:30

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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 have you learnt so far on the module?

- What is guest services?
- Different types of service
- Segments within the hospitality industry
- Historical developments within the hotel industry
- Changes within the industry
- Types of consumers
- Changing customer needs/ expectations

Today's Content

Part 1:

Reputation Management

- Social media influences
- TripAdvisor
- Digital management responses
- Guest reviews management



Today's content

Part 2:

- Brand consistency
- How to manage your brand?
- Hotel star ratings

Group Discussion

What websites or
platforms have you used
to leave a review?

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

What is reputation management?

Reputation Management is *“the practice of influencing stakeholder perceptions and public conversations about an organisation and its brands. It includes monitoring perceptions and conversations, responding to reputation threats and proactively seizing opportunities to boost reputation”* (Gartner, 2023).

It can affect the following business functions:

Communications, Marketing, Legal, Customer experience, Sales and loyalty

(Gartner, 2023)



- **Online reputation** refers to the image of a brand or business that is projected on the internet.
- **Online reputation management** helps businesses to protect their reputation by identifying and managing both positive and negative mentions across the internet.

Group Discussion

How do you think
a business could
manage its ONLINE
reputation?

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

Strategies to manage your online reputation



What is TripAdvisor?

TripAdvisor is a website that contains advice, opinions, reviews and information on travel destinations and related products and services worldwide.

Its main purpose is to assist customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums.

TripAdvisor “Traveller Ranking”: ranks places of interest and/or tour operators on TripAdvisor, based on traveller reviews in accordance with the Popularity Index, using the same method as stated above.



TripAdvisor's Impact on the Hotel Industry



TripAdvisor's Impact on the Hotel Industry



It comes down to one simple fact: consumers trust other consumers.



Your volume of TripAdvisor reviews impacts your competitive positioning



Negative reviews always outweigh positive ones: which is why responding is critical

Group Discussion

What is the impact of
fake reviews for the
business?

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

TripAdvisor's Fake Reviews



Case Study: Travelodge



In 2019, Travelodge made headlines as part of TripAdvisor's fake review scandal.

Some Travelodge hotels received hundreds of 5-star reviews

At two Travelodge hotels, almost half of the hundreds of 5-star reviews – 48% and 40% respectively – came from first-time contributors. In contrast the figure for once-only 3-star reviews was much lower.

A red warning badge is issued to warn travellers that reviews may have been manipulated by the business.



Fake Reviews – What Does the Law Say?

- Fake reviews are a violation of the terms of service of all business review sites.
- Trading practices in the UK are covered under the **Consumer Protection from Unfair Trading Regulations 2008**.
- Trading watchdog, the Competition and Markets Authority (CMA), **took its first action against a company for posting fake reviews in 2016**.

Fake Reviews – Negative Impact

1. Fake reviews can destroy trust

- Customer will lose faith in online shopping.

2. Your Local Search Traffic Can Drop

- Google is based on data. Once Google knows that you are trying to game the system, they will be less likely to rank you for relevant local search terms.

3. Fines

- Expect to see this type of behaviour punished more regularly in the future.

4. You may appear too good to be true

- If your page is filled with nothing but glowing 5-star reviews, consumers are more likely to suspect you of gaming the system.

Fake Reviews - Reasons

Online reviews heavily influence purchase decisions, but not every review is real. The problem of fake reviews can affect companies of all types and sizes.

Where do these fake reviews come from? Here are some common sources:

- **Service providers or vendors** that sell both positive and negative reviews, such as what you will find when you try to buy Google reviews;
- **Business owners and marketers** who write their own fake reviews to attract customers, including fake negative reviews of their competitors;
- **Former employees** who post negative reviews of their employers in retaliation for being fired or laid off;
- **Friends, family, and employees** who write positive reviews on behalf of a company or brand they are closely associated with;
- **Customers** who write negative reviews in order to get a refund, a discount, or some other benefit.

How to Spot Fake Reviews

Watch out for red flags:

- Do not rely on ratings alone
- Check for a large number of reviews during a short period of time
- Check if the reviewers are legit
- Read independent product reviews from established sources



Group Discussion

Why is it important to respond to both positive and negative feedback?

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

Online Reputation Management

Management responses matter on TripAdvisor



88% of users say reviews impact their accommodation choices



80% of users believe a hotel that responds to reviews cares more about its guests



69% of users are less likely to book at a hotel that leaves aggressive/defensive management responses



60% of users would rather book at a hotel that responds to reviews

How to respond to a review

1. Responding to positive reviews:

Be grateful and appreciative, thank them and tell them you hope they will consider you on their next visit to your area.

2. Responding to negative reviews:

Show empathy. Reply with tact, and do not get defensive. Apologise and offer compensation if necessary, and say how you will make sure it does not happen again. Even though you feel some reviews are unfair, you need to take the high road and be professional at all times.



Task – Practice responding to a review

15 MINUTES

Using the Microsoft Forms: (*link in the chat*)

- Read the different reviews
- Write an appropriate response to each review



Reputation Management: Key Findings

Respond

Hoteliers must respond to both positive and negative guest reviews alike

Guest

Guest reviews impact purchase decisions (bookings)

Damage

Fake reviews can damage hospitality businesses' reputation



Part 2: Hotel Standards

Group Discussion

How can a hotel ensure consistency across all of its brands?

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

How can hotels manage consistency?

- Introduce clear guidelines and practices for all employees to follow
- Consistency in training across all locations
- Maintain consistency across ‘all channels’ of communication
- Engage with the customer in all methods of communication
- Use Mystery Shoppers?

Group Discussion

Why is branding important?

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

- Your brand is far more than your name or logo. It encompasses everything from the personality and the values of your hotel to your customers' perceptions, notions and experience. It represents who you are, what you believe in and how you want to be perceived by your audience.

Why is branding important?

- Branding helps you outdo your competition
- Branding builds trust
- Branding opens up new revenue channels
- Branding harnesses the power of emotions and storytelling
- Branding helps your guests become advocates and ambassadors

Marriott's Acquisition of Starwood



Group Discussion

Who has been affected by the acquisition?

How can brand consistency still be guaranteed?

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

Hotel Star Rating Systems

There are a few highly recognised hotel star rating systems set by reputed organisations:

1. AA
2. AAA
3. Forbes Travel Guide
4. Australian Auto Clubs
5. HOTREC

There are several other organisations that grant stars to hotels but there is no star rating system which is recognised and accepted globally.

The star rating guides by organisations mentioned above are probably the most recognised ones globally.





How does a hotel get a star rating?

- Hotel star ratings are a quantifiable summation of the different positive aspects of a hotel.
- The ratings are based on a specific set of criteria laid out by the establishment who are awarding the stars, which is used to determine which star is awarded.
- The rating of hotels generally goes up to 5 stars.
- A 5-star rating is sort of the Holy Grail in the hotel industry.
- To garner the 5-star hotel rating, you must offer the industry's highest level of services and accommodation.



How does a hotel get a star rating? – 5-Stars

All hotels in this category provide the highest degree of personal services.

- These hotels are usually located in exclusive areas or suburban neighbourhood.
- Garden tubs, in-room video library, large LED TVs, marble baths, exquisite interior decor are a few of the features of rooms in the 5-star category
- 24/7 room services is a must for a 5-star rating
- Heated pools, Jacuzzis, etc. are just but a glimpse of what these world-class hotels offer.
- Natural greenery and plants in lobby and common areas is another key feature
- 24/7 Reception that is often manned with members speaking multiple languages
- These hotels normally would have concierge as well as Butler services
- Turndown services and other housekeeping services on demand must be on offer to gain a 5-star rating
- 5-star hotels must have multi-cuisine restaurants and cafes (and arguably should also have bars with exceptions available)

Burj Al-Arab
Jumeirah Hotel,
Dubai



7-star hotels: How is that possible?

- There is no official rating of 7-star hotels
- The Burj Al Arab Jumeirah in Dubai, with its striking silhouette in the shape of a sail, is one of the most famous hotels in the world and a landmark of the city. It is a symbol for extraordinary luxury and therefore also as expensive as you would expect. One night in a double room costs well over 1,000€. A “small” suite is already 170m² here. You can even book a Rolls Royce with a driver if you wish.
- The hotel would clearly deserve 7 stars and has often received this categorisation in the press or in subjective review ratings on rating platforms. But the term “7-star hotel” is nowhere to be found on the official website.

The Burj Al-Arab Jumeirah Hotel in Dubai



Overall - hotel standards

Overall , it is important to consider the following aspects when taking into consideration the different hotel standards:

Quality:

- *Of the service provided in all aspects of the hotels*
- *Of the facilities, materials, fixtures etc throughout the hotel*

Star ratings

Branding

Any Questions?



Assignment 2 – 1500 report

Due date – Monday 12th June by 23:59pm

Report title – Hotel Standards, Reputation Management and Service Culture

**Draft Deadline – Monday 5th June
(*by email*)**

Next week:

- Customer Loyalty
- Loyalty schemes
- Industry Skills





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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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