

Hospitality & Guest Services

Student Name:

Cata Iuliana Anisoara

Student Number:

1816309

Module Title:

Hospitality and Guest Service management.

Lecturer's Name:

Dr. Olu Adegbite

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1. Introduction

The purpose of this task is to identify how customer satisfaction enhances with the help of services. Piatra Craiului hotel is used for this task. Customer satisfaction is achieved by improving the quality of services provided by the hotel. Customer appreciates hotel staff and management when they realized that they continuously improve their services from experience. Piatra Craiului hotel I choose for this task, this hotel located in Romania. Piatra Craiului hotel has 29 twins' rooms and 9 matrimonial rooms. This hotel is 40 meters away from Cheile Graddistei Fundata.

2. Disney Service Model

Customers are those people who need assistance. Customers are the reason to hotel staff have a job. good customer services mean taking some extra steps to help customers without being asked. The Disney service model is best for hospitality in the hotel. There are some components of the Disney service model which help to improve customer services in Hotels. These components are listed below:

2.1. Smile

Greater customer services consist of small things in which the most important component is a smile. Hotel staff goal is not just getting hotel customer to buy, eat and go but along with products services is also very important to bring more customers. A simple action can have the best impact on customers. No matter how you interact with via call, chat, email and by face, a good attitude will change customers thinking about the hotel. According to research smile increases confidence by up to 10%. A smile helps to build a good impression of business and hotel on customers. Customers will always prefer such a place which makes them happy. Smile change mood and also the attitude in which you face daily situations. Most people think that a smile is not important on a phone call but it's wrong when a person smiles then it reflects a positive attitude either talking on a phone or talking face to face. Always start the day with a smile which reflects a positive impact on customers who visit the hotel.

2.2. Make Eye Contact

Make eye contact is most important because it making your customers feel that they are most important for you and make them feel more special. If the customer enters a hotel don't duck head and not pretend like you are busy. Eye contact helps to understand what is going on in customers' minds. When a person makes eye contact then he/she pick up many signals mostly

in case of children because children are very honest in their eye signals. Look don't stare, avoid focusing too hard. When making eye contact with a smile then it shows a positive signal and which you happy to see you, customers. There are different meanings of eye contact like direct eye contact is a sign of integrity and honesty. While in a Muslims country eye contact between different gender is not a good sign while eye contact between the same gender is a sign of sincerity. So, it's important to make eye contact according to the situation, it is very necessary for business growth and customer satisfaction.

2.3. Respect and Welcome all Guest

Give respect to the customer and warmly welcome all guests in a hotel to make them feel special. It's the responsibility of hotel staff to make guests feel wanted. This is the rule of the world give respect and take respect if hotel staff and management properly welcome all customers with smile and respect then it's a good impression on customers, they feel that they are special for the hotel. Word is a very powerful tool, the words that come out of our mouth show that how we feel about other people and how they feel about our place. Customers can base their perception of hotel and hotel staff on staff attitude. So, it's important for hotel reputation that they warmly welcome their all guests with respect.

2.4. Value the Magic

Words are like magic in customer services. When customers visit a hotel to make them feel that they are the center of our world. When there is some issue with the customer than try to solve their problems, don't pretend that you don't care. Hotel staff focuses on creating magic for guests and not thinking about their issues.

2.5. Initiate Guest Contact

Attractively initiate contact with customers by asking their names and using them in a conversation. This is known as being aggressively friendly. Take the first step to contact the guest. Just ask a simple question to start contact with customers.

2.6. Creative Service Solution

If the guests are in trouble then find the best creative solution to solve their problems. For example, if a person visits the hotel and wants to enjoy their time but he/she leave the hotel because he/ she ill then the best solution is that send some soup like chicken or vegetable soup along with getting well soon card. This is the best and creative solution to make their guests feel special.

2.7. End with a Thank You

Wordplay very important role in customer services. There is not book and training for learning customer services, encourage staff to used their personality to handle customers. Show sincerity with customers and thanks to them properly at the end to make the guest experience best and exceptional.

3. Seven Deadly Sins of Services to Avoid

Some sins should be avoided to improve customer services. These sins impact customer relationships. These sins are listed below:

3.1. Apathy

Customer issues and problems are important for them and they expect that their problems and issues are also important for hotel staff and management. Client apathy does not mean that they don't like anything in your hotel and services. When the staff shows that they don't care about customers' problems then the customer will be upset and they don't like such behavior.

3.2. Brush-Off

When you give time to specific customers and not focus on all customers then some customers feel that they are ignored by hotel staff. Ignorance is not good for customer services, when any customer visits your hotel then they want full attention and warmly welcome. Bruch-off is a bad impression on customers.

3.3. Coldness

Coldness comes when brush-off and apathy combined and at their worst case. Hotel staff and management not able to understand the customer face problem and in trouble. According to rule stay warm and focus on one person at a time to understand his/her impression, gesture, needs, and requirements.

3.4. Condescension

When a hotel staff uses jargon word that does not sound like what guest and customer use. Most of the time staff mimic customer language and avoid using hotel jargon. It's not good for customer relationships and having a bad impact on customers.

3.5. Robotics

In customer services when starting interaction by asking phone number, account number and like generic information instead of making conversation with customers. The staff only asked

one personalized question before going for a task. This type of question is not good for an impression. Not every customer wants to share their details.

3.6. Rule Book

Sometimes hotel staff just blindly follow the rule book and not use their common sense, they act as uncaring. This might be ok for some situation but not for all. Encourage your staff to interact with customers with their personalities not blindly follow the rule of book.

3.7. Run-around

Customers' support is very important for business most of the customers leave the place just because of poor customer services. Sometimes customers asked non-standard questions then employees afraid of making any mistakes. Just be confident and answer all questions of the customer with confidence. Runaround is not the solution to all problems just focus on the situation and find creative solutions to solve these issues.

4. Evaluation and Critical Analysis

4.1. Piatra Craiului My Experience

- The Piatra Craiului hotel is a 3-star hotel. The overall my experience is good.
- There is an outstanding view of the mountain and from the edge of the ski slope.
- The waiter was very courteous and professional.
- Food came relatively quick, good portions and very delicious taste. Proper traditional Romanian food.
- The landscape from the outside restaurant is breathtaking.
- The hotel provides free parking area, free high-speed internet, fitness center, hiking, hot bath, and ski school.
- I will come back again with my friends.

4.2. Need to Adopt Changes

The overall hotel service and management are good but there is something that needs to change. The food serves in Piatra Craiului Restaurant is not good. Many people complain about there food. The first thing they need to change is their chief and cook. They need proper chief for their restaurant who able to make good food for customers. Without good taste food we not able to run any restaurant and if the restaurant is not good then it also impacts on hotel services. To improve their services, they need to change their food taste.

4.3. Impact of changes on Service Management

If Piatra Craiului hotel provides the best taste food at their restaurant then customers happy with their overall survives. The main requirements of customers are good food and comfortable room. Food lover always visits such place where they found food with the unique and best taste. Their room services are best and waiter services are also good. If they provide good taste to their customer then their business grows day by day. This hotel provides Postavarului Mountains views to its customers. It's very important for customer satisfaction that they enjoy good food with the best views.

5. Conclusion

The task evaluates how customer satisfaction enhances key aspects and factors need to be followed to improve customer satisfaction. As customer satisfaction increase and boost the profit and revenue as if one customer is highly satisfied then they refer the services to their friends, relation or close on to them to avail and use the service which helps the business to grasp the maximum market along with high reputé. Also, we see how the Disney Service Model provides a guideline to improve and enhance hospitality for customer services. To key maintain and managed the hotel business efficiently and effectively and Seven Deadly Sin of Services to avoid should be identified and overcome by proposing different approaches or strategies. On other hand, changes should be adopted time to time because trends are enhancing day by day that allows hotel business to generate high revenue and profit and in the sector of hotel business people wants to taste new dishes and foods because new trends of hoteling and restaurant is so high and almost 70% visit restaurants and hotels daily. Therefore, new food trends and dishes should be adopted and even the infrastructure of the hotel would be changed as well i.e. Downton, etc.

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