

Hospitality & Guest Services in the Hotel Industry

[BMIH4003]

Week 3

Who are our Consumers?

Register at 9:30

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www.uwtsd.ac.uk



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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To report an incident use the Formal Student Complaint Form

Non-Academic Misconduct

Covers:

- Actions which cause actual or potential distress or harm to others;
- Actions which cause actual or potential damage to property of others;
- Actions which may prevent or disrupt the normal functioning of the University;
- Actions which may cause reputational damage to the University as a result of the misconduct of the alleged perpetrator;
- Actions which impede or interfere with the pursuance of work/ study of University members, or impact on normal operations of the University;
- Breaches of the University's Student Code of Conduct.

Harassment

Bullying

Victimisation

Hate Crimes

Sexual
Misconduct

Antisocial
Behaviour

Damage to
Property

<https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/student-experience/UWTSD-Student-Code-of-conduct-2021.pdf>

UWTSD STUDENT CODE OF CONDUCT

This document sets out the standards of conduct that are expected of students at UWTSD.

UWTSD expects its students to conduct themselves in a manner that does not bring the reputation of the University into disrepute. Where a student's conduct does not meet the expectations outlined in the Student Code of Conduct, the University **Non-Academic Misconduct Policy may be applied**. Examples of conduct that may breach this code of conduct can be found in the Non-Academic Misconduct Policy.

The University seeks to provide a safe and inclusive environment for all students, and therefore it takes breaches of this code of conduct seriously. If you are experiencing behaviour that contradicts this code of conduct, (e.g. harassment, sexual misconduct, bullying through social media), please report the allegations to the University as outlined in the Non-Academic Misconduct Policy. The University will look to provide support to you as appropriate through its procedures (this may include offers of mental health support and/or referral to external support).

Professionalism

- It is expected that you act in an honest way and that you will abide by the law.
- You should familiarise yourself with and adhere to approved University policies and regulations.
- Attend and engage with your programme of study and proactively seek support when needed as outlined in the **Student Charter**.
- Where applicable, adhere to relevant professional standards relating to personal and professional conduct. See also the University **Fitness to Practise Policy**.
- Where applicable, adhere to relevant professional, statutory, regulatory body expectations and requirements to protect present and future patients, service users or clients at all time. See also the University **Fitness to Practise Policy**.

Representing the University

- You are an ambassador for the University at all times. The University expects that you will act responsibly and respectfully both within the local community and when away from the local environment (for example, whilst on study abroad, field trips or placements, or when representing the University in sporting events).
- You should show good sportsmanship whilst representing the University in sporting events.
- When visiting off-campus locations for events, you should treat the facilities at the location you are visiting, as well as any transport that has been arranged to get you to your location, appropriately and with due consideration for others.
- You should behave in a manner which upholds the good reputation of the University, including whilst off-campus for sporting or social events associated with the University.

Respect for Others

- It is expected that you act responsibly and courteously towards others.
- You should recognise the importance and value of equality and diversity in the University community by treating all members of the University with dignity and respect both in person and through alternative means (including but not limited to email, social media, instant messaging and texting) so that they do not feel as though they are being harassed or bullied.
- You should conduct yourself in a manner that does not harm or does not have the potential to harm others. This includes refraining from:
 - Abusive or unreasonable conduct e.g. acts of bullying or harassment; including harassment related to the protected characteristics
 - Physical misconduct e.g. punching, kicking, slapping, biting, pushing or shoving;
 - Sexual misconduct (see **Non-Academic Misconduct Policy**);
 - Threats of injury or violence upon others;
 - Activities which may constitute a hate crime;
 - Activities related to the incitement of, or participation in, acts of terrorism;
 - Activities that wilfully and deliberately spread misinformation;
 - Activities which foster blame narratives (i.e. apportioning blame without factual basis).
- Respecting the right of others to hold opinions that are different to your own. The University encourages respectful discourse and discussion. Where there are disagreements or debate, it is expected that students use appropriate language at all times including respecting protected characteristics.

Respect for the community

- It is expected that you consult and follow current government guidance and University advice, guidance and regulations relating to Covid-19 including the need to quarantine, self-isolate, social distancing requirements or reporting for contact tracing.
- It is expected that you will follow all health and safety practices required or recommended by health professionals such as frequent hand-washing and hand sanitisation.
- It is expected that you adhere to University policies relating to the wearing of face masks.
- It is expected that you behave responsibly within the wider community in which the University operates and follow any local guidelines.

Caring for each other

- You should recognise everyone is an equal member of the community whether teacher, student, administrator, cleaner or security worker. Everyone should be extended the same respect and support.
- It is expected that you should not be judgemental about others – not blame or stigmatise groups or individuals, for example, if they should become unwell with Covid-19 or are not able to follow all protective behaviours due to reasons of disability or medical exemption.
- You are expected to help your fellow students whether on campus, online or in halls, without posing a risk to yourself, especially if they are in difficulties or don't understand procedures. For example, you can offer help by directing your fellow student to the appropriate support service (e.g. **the Hwb** or **Student Services**).

Respect for the University Environment

- You should treat University buildings, property and facilities with respect and refrain from conduct which may damage the University environment.
- You should ensure that any UWTSD equipment or facilities are used appropriately and with due consideration for others (e.g. shared computers or equipment, **IT Acceptable Use Policy**).
- You should show respect for the campus environment (for example by disposing of litter appropriately).
- You should make yourself aware of the health and safety arrangements at the University (for example, the **University Smoking Policy**).
- It is expected that you have your student ID card with while you are on campus and access University facilities.

Recap

What did
we discuss
last week?

- The historical developments in the hospitality industry
- The structure of the hospitality industry
- Different types of hotels and segments
- The roles & responsibilities of guest services representatives
- Service standards

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

Today's content

- Different Types of Guests
- Understanding and Appreciation of our Guests' Needs and Wants
- Service Expectations
- Market Segments



Week 3

Who are our Consumers?

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Group Discussion



Who are the different type
of consumer/guests in the
hotel industry?

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



Consumers

- People travel for many different reasons:

Business (conference/meetings)

Vacation

Leisure

Other purposes

- Recent statistics indicate that approximately 41% of lodging guests travel for business
- The remaining 59% of guests travel for pleasure

(Hayes, Ninemeier and Miller, 2020)

An Interesting Detail

- A **customer** is someone whose relationship with the property is based only upon the exchange of money for products and services provided.
- The tactic of treating visitors as **guests** rather than **customers** helps establish the positive guest-service philosophy that is critical to a hotel's success.



(Hayes, Ninemeier and Miller, 2020)

Consumers

How do we know what guest services to provide to those guests?

➡ By knowing their *needs* and *wants*

Task:

Think about this when you go on holiday:
5 things you NEED and 5 things you WANT

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

Wants versus Needs

Needs

- A **need** is something needed to **survive**
- **Needs** are **limited**
- **Asked For** Needs: Some needs are very easy to identify, especially when someone asks for something.

Wants

- A **want** is something that people **desire** to have that they may not be able to obtain.
- **Wants** are unlimited

Marriott International's 30 sub-brands cater to different guest types and their diverse needs

Case Study: Marriott International



Case Study: Moxy Hotels



- What type of consumer can we find at a Moxy Hotel?
- What Guest Services does this brand have on offer?



Task – compare the different guest expectations

Leisure Guests

Business Guests

Locals

- What is the expectations of this guest?
- What specific facilities might this guest want?
- Find some specific examples from the hotel industry of how they meet these expectations

(for example – Hilton have loyalty schemes to offer discounts the more you stay which is very applicable to business guests)

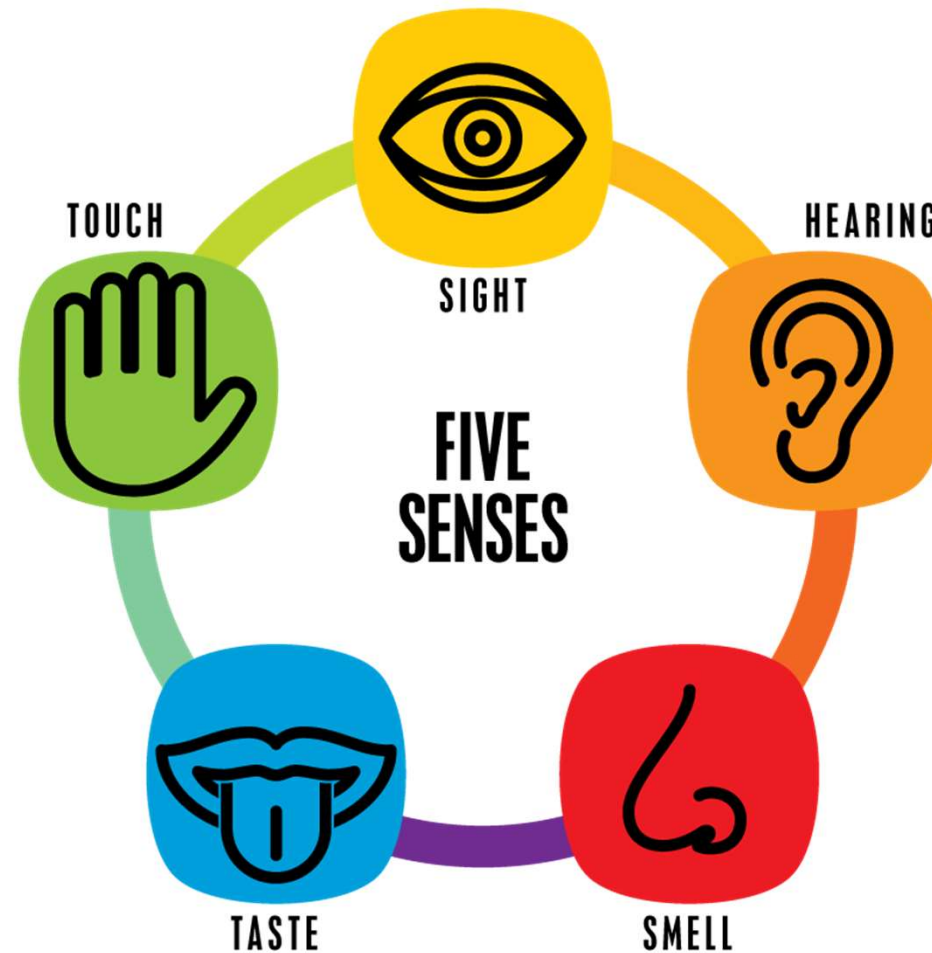
Group Discussion



How can hotels enhance
the customer experience?

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

Enhance customer experience by using the...



Group Discussion



Can you think of any examples of how the 5 senses can be used within different areas on the hotel?

The Five Senses



- **Sight** - Think visuals on Hotel websites, colours in branding and logos.
- **Sound** - According to Juslin and Västfjäll (2008), listening to sounds such as music and noise has a significant effect on our moods and emotions because **it can cause our brain to release dopamine**.

Think songs that bring back good memories, childhood films, lobby music etc

- **Smell** - Think the smell of popcorn, smell of bread, smell of hotel toiletries.

The Taj Hotels use a certain **Jasmin scent** in all their hotels specially made to enhance the scent in India

- **Touch** – Your skin is the largest organ in the human body (National Geographic, 2017).

In *Disney* touch of water is integral part of experience. In hotels it may be the fixtures and furnishings of your room, lobby or restaurant

- **Taste** – There are 10,000 taste buds in the human mouth, lots of opportunities to provide tastes in settings to enhance guest quality service.

Think Hilton cookies, or the different cuisines on offer throughout Disney parks.

Six Steps to Deliver Quality Guest Service

1. Consider the guests being served
2. Determine what the guest desires
3. Develop procedures to deliver what guests want
4. Train and empower staff
5. Implement revised systems
6. Evaluate and modify service delivery systems



Meeting and Exceeding Guest Expectations – How?

Appealing to all 5 senses to enhance the customer experience

Build relationships and connect emotionally (Emotional Intelligence)

Go the extra mile (WOW Factor)

Research the purpose of a guest's stay and prepare their room accordingly

Part 2:

Changing Guest Services



Group Discussion



Can you think of any
emerging trends or
changes affecting the
hospitality industry?

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



Understanding the Factors Driving Hotel Trends

- **Emerging technology:**

e.g. Artificial Intelligence (AI), robotics and virtual reality

- **Lifestyle changes:**

e.g. Increased interest in sustainable business practices

- **Covid-19 Pandemic:**

e.g. Increased emphasis on safety and hygiene

Case Study: Alibaba's Keyless & Cashless Hotel



Group Discussion



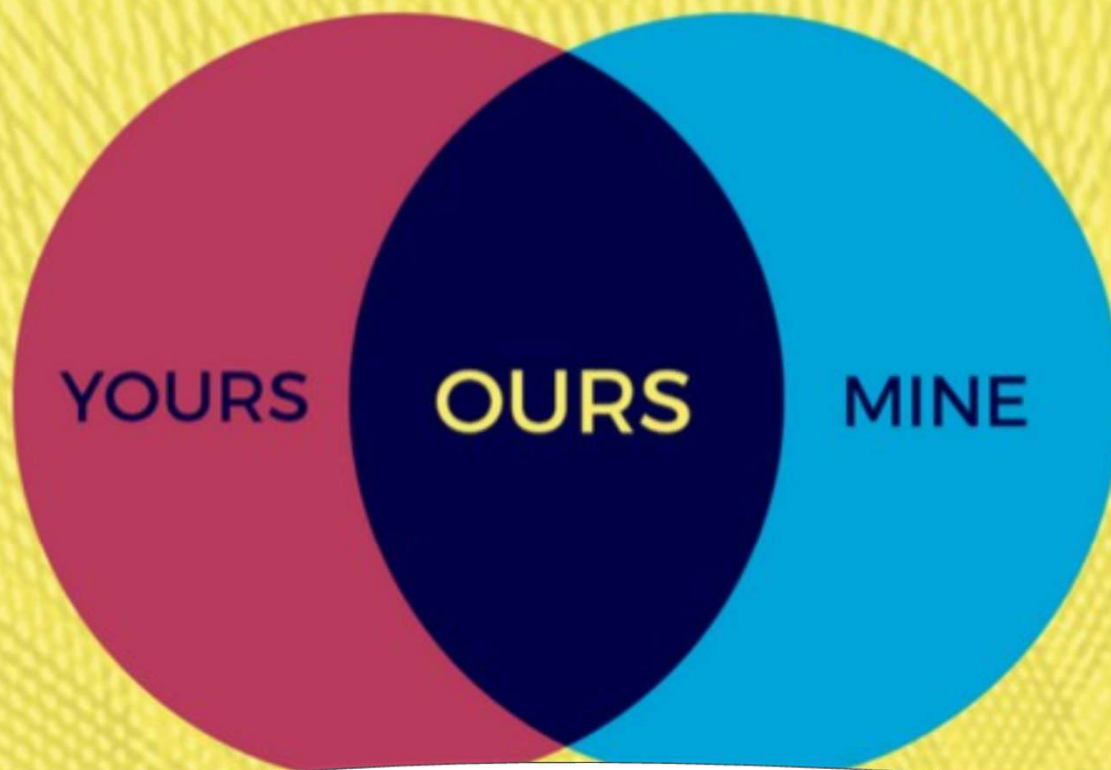
What are the benefits of using AI or robotics from the hotel's view?

What are your top concerns with these new technologies?

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

Smart Hotels





Rise of Sharing Economy

Case Study: Airbnb

“Today, homes are designed around the idea of privacy and separation. What if homes were designed to be shared from the ground up?”

~Joe Gebbia, Airbnb Co-Founder





Case Study: Airbnb



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Y Drindod Dewi Sant
University of Wales
Trinity Saint David

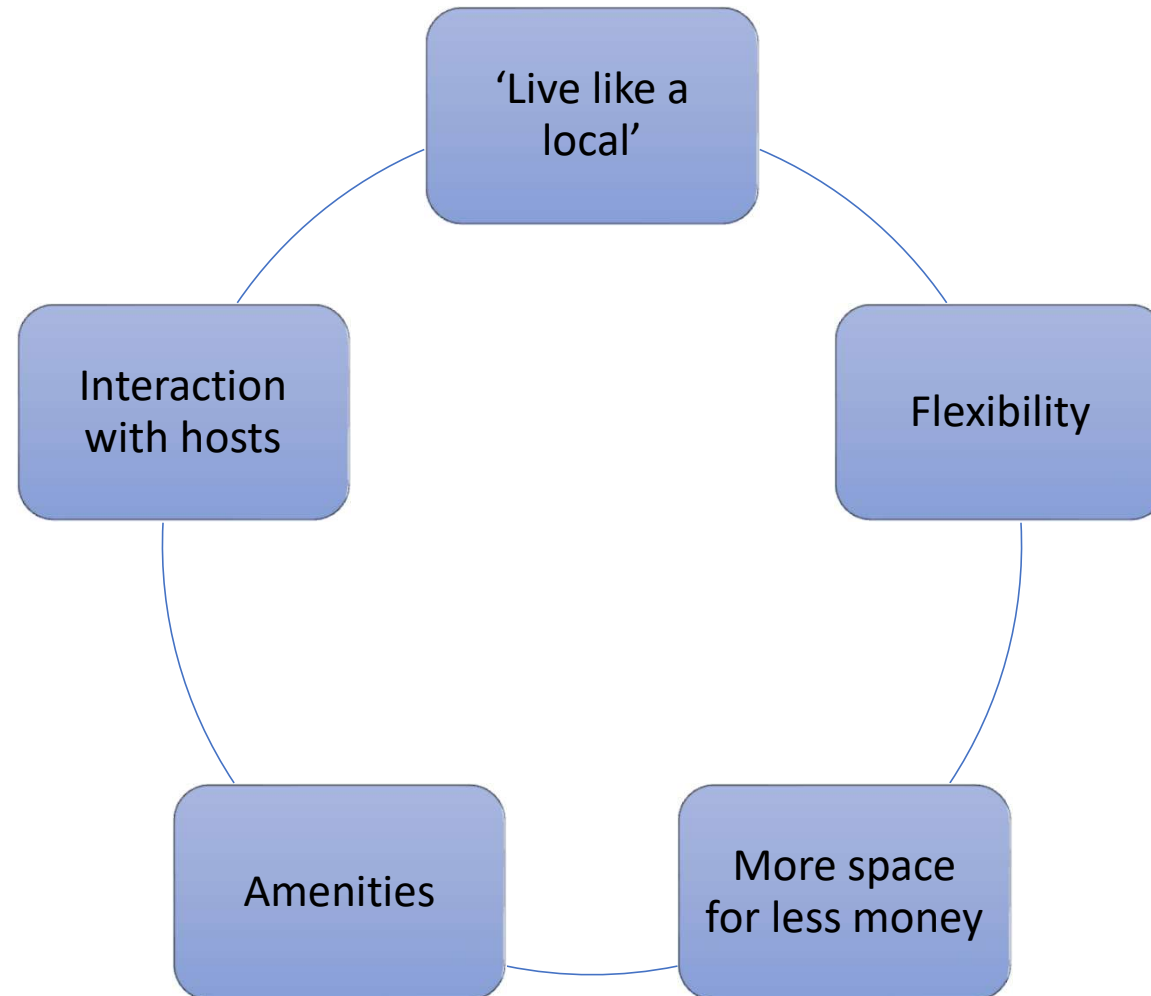
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1822 - 2022

Group Discussion

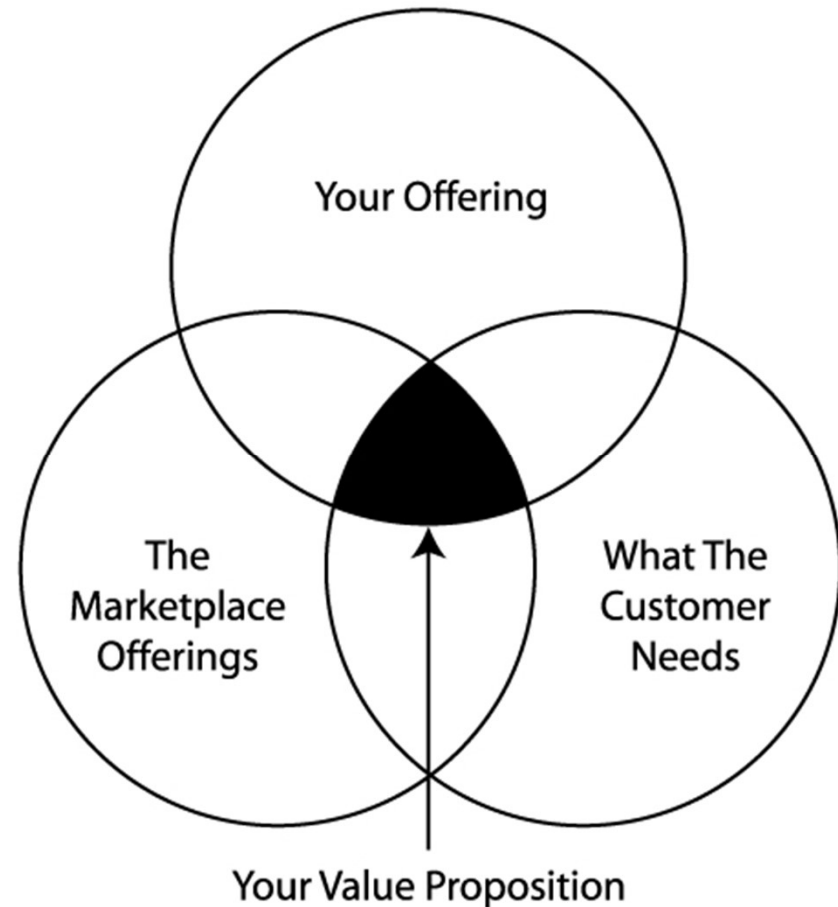
Why do you think
Airbnb has been
successful?

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

Why Airbnb is so successful



Hotels must promote their Unique Value Proposition



Any Questions?



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Presentation deadline –
Sunday 22nd October
23:59

Assignment 1 – Presentation?

Are you ready?

Do you know what you need to do?

Have you booked your timeslot?

Do you know how to upload your slides?



Assignment 1: Presentation

- PowerPoint
- Not too many words – **just** bullet points
- Clear pictures, clear colour and border
- Must have a start (introduction), middle (covers all the points required) and end (conclusion - answers the assignment question)
- How to give a good presentation – practice, practice and practice make sure you do not go over time
- Make it fun, interesting
- Show your references

Example

Marriott mentoring scheme

Improved employee retention is possible if HR teams co-ordinate with line managers to ensure the right in house training is available to internal staff (Mayhew, 2020)

"The best employee development program incorporates mentoring" (Hassan, 2022)

- The technology uses an algorithm to pair the mentee with suitable mentors and expose them to events, activities and tasks based on their specific requirements (PushFar, 2021)

The logo for PushFar, featuring the word "Push" in white and "Far" in black, with a small black triangle to the left of "Push".

**Push
Far**

(PushFar, 2023)

Assignment 1: Presentation

Please use the following structure:

- **Title Page** (Student name/ID, Module Name/Code, Lecturer's name, date, title)
- **Content table**
- **Introduction of the hotel brand** (including basic facts like how many hotel locations, when it was founded etc.)
- **Main content** (including a presentation of the guest services, customer base, service expectations offered by your chosen hotel brand etc.)
- **Explanation of the role and function of guest services in general & how hotels can meet these** (to test your knowledge about was learned up until that point in the module) **and the importance of hospitality**
- Summary/Conclusion
- Reference List



Today we learned about...

- Different types of consumers
- What are the expectations of the different consumers?
- How can we enhance the customer experience?
- How are customer needs changing?
- Impact of technology within the industry



Next Week's Content

- What is service culture?
- What is a good service culture so important in the hotel industry?
- Service culture vs corporate culture
- Full introduction to assignment 2

References

- Be As You Are SP (2018) *Moxy – Meet Moxy Hotels* [video]. Available at: https://www.youtube.com/watch?v=emUXNr4_oLw (Accessed: 8th September 2023).
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- Hospitality Insights (N.D) The five senses of hotel marketing. Available at: <https://hospitalityinsights.ehl.edu/five-senses-hotel-marketing> (Accessed: 8th September 2023).
- Macdonald, S. (2021) 7 Ways to Create a Great Customer Experience Strategy [blog]. Available at: <https://www.superoffice.com/blog/customer-experience-strategy/> (Accessed: 8th September 2023).
- Miao, C., Humphrey, R. H. and Qian, S. (2021) ‘Emotional intelligence and job performance in the hospitality industry: a meta-analytic review’, *International Journal of Contemporary Hospitality Management*, Vol. 33(8).
- Petersen, L. (2019) *Uncontrollable variable that affect the hospitality industry*. Available at: <https://smallbusiness.chron.com/uncontrollable-variables-affect-hospitality-industry-38795.html> (Accessed: 8th September 2023)
- Solomon, M. (2019) *Heart of hospitality*. New York: SELECT Books INC.
- TEDx Talks (2013) *What’s next in service for the hospitality industry, a culture of care: Jan Smith at TEDxTemecula* [video]. Available at: <https://www.youtube.com/watch?v=rlNdbqkglvg> (Accessed: 26th September 2022).

I look forward to seeing you
next week.

If you have any questions in
the meantime, please send an
email from your student
account

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