

Hospitality & Guest Services in the Hotel Industry [BMIH4012]

Week 2

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

Recap – Spin the wheel



Trips and opportunities

- IoH – London – 10th November 2025
 - Bluestone and Grove Hotel (Pembrokeshire) – 17th November 2025
 - France (1 week) in January 2026
 - Malaysia (2 weeks) May/June 2026
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- Cardiff principality Stadium looking for winter staff

Today's Content

- The difference between good and great service?
- Assignment requirements and deadlines.
- What is a case study?

What is the
difference between
good and great
Service?

Let's explore why great service is so hard to see?



Why is great service so hard to see?

- Bad service is often more memorable
- I haven't had that many 'good service experience'

“The bar is very low”

Why is the bar low?

- WIFM – “What’s in it for me?”
- How do we get staff to believe in the cause? *e.g. believe they should solve the problem*
- Being Proactive vs Reactive

How to raise the bar?

- Participate
- Create a culture of storytelling !
- It's easy to compete! Make it your competitive advantage
- As a consumer – tell your positive customer service stories
- As a manager- remind your employees of positive customer service stories- show them the outcome

Module Assignments & Deadlines

Assignment Submission



Assignments must be submitted to Moodle via the **correct** Turnitin portal by the deadlines set.



If you submit your assignment 7 days late you **will be capped at 40%**. If you submit your assignment more than 7 days late you will receive 0.

Guest service case studies

What is a case study?

“ An in-depth study on a person, group, organisations or event”

They are used to analyse all aspects of the ‘subjects’ history, behaviours, traits etc

The aim of a case study is to learn about the subject and make observations of a series of events

Case study – Role of a guest service manager



What is the role of
the guest Service
team?

Role of a Guest service team

- Greeting guests upon arrival and making them feel welcomed
- Administering check-ins and check-outs
- Assigning rooms and taking care of administrative duties
- Delivering mail and messages

Anything else?

There is more to the role...

Providing front desk services to guests:

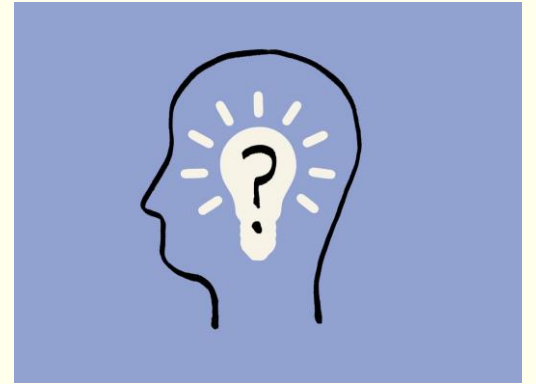
- *Recommend places to eat or visit in the city*
- *Book taxi, theatre tickets etc*
- *Respond to extra requests such another pillow in the room*
- *Arrange for laundry to be collected/ returned*

A good knowledge of the hotel, the facilities and the local area is vital for this job role!

Case study: Four Seasons hotels



Questions from case study



- What do they mean by ‘business of intangibles?’
- What is the standard of service displayed at Four Seasons?
- How does Four Seasons look after employees? Why is this important?

Case Study – The Ritz Carlton

Task 1:

- Read the case study fully (20 minutes)

Task 2:

- Summaries in 150 words what the case study discusses



- The difference between good and great service?
- Assignment requirements and deadlines.
- What is a case study?



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

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Thank You!
And see you next week

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