

Hospitality and Guest Service Management Report

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Introduction

The hospitality sector in the UK and also across the world is very competitive in nature and makes sure that all the latest trends are followed and business is not left behind. It makes you aware that the business will be able to attract the maximum number of customers and will be able to run successfully. The focus of the study will be based on analysing three major topics which will be hotel standards, reputation management and customer loyalty in the case of the St Regis Hotel and resorts.

Hotel standards

Brand consistency standards are one of the most important factors which need to be considered by a business in the hospitality sector. It mainly refers to the minimum level of services or product expectations which are expected by the guest. It helps in creating the cohesiveness that is necessary for the survival of the hotels. Brand standards are critical for creating the identity and also equity of the brand and also help in bringing stability to the business (Davahli *et al.*, 2020). Consistency mainly determines the ability of the businesses for showing and offering the desirable qualities of the services to the customers. Its major purpose is mainly based on making sure that the business will be favoured by the customers and all that their needs will be fulfilled. All the hotels do not have similar standards and it changes as per the type and class of the hotel. Different types of hotels have different types of standards which need to be followed for achieving a unique value proposition. It is mainly focused on ensuring that the hotels will successfully attract the maximum number of customers and ensure that all their expectations are met.

For instance, the hotel standards of a luxury hotel are completely different in comparison to the standards of premium and low-class hotels. The hotels must maintain their standard so that the expectations which are held by the customers towards business are achieved. It also helps in making sure that the business will be able to attract the maximum number of customers and gain appropriate levels of revenue.

Reputation management

There are several approaches which can be considered by the hotels to make sure that their reputation is managed. The first approach that the hotels need to consider is to make sure that the Hotel standards are met. It is mainly based on providing customers with the best possible services and making sure that all their needs are met (Rhou and Singal, 2020). Another major approach that is considered by the hotels for maintaining their reputation is staying active on social media. It is because the brand becomes successful in showcasing its brand value and the voice of the brand can also be connected to the followers directly. The focus is also nice to be based on making sure that various types of content are posted on social media so that the consumers will have a proper idea about the business. Engaging the audience in real-time is also

another major approach that is considered by the hotel businesses for improvement of the reputation which is the most important factor for the success of the business organisation. However, the most important part that a business needs to make sure of is that a positive review is gained by the hotels. It is given by a business only when they provide the base possible services and all the needs of the consumers are also fulfilled.

Studies have found that 93% of people use online reviews for determining which hotel they will be booking. Before making the booking activities they make sure to check the review about the particular hotel (Ntounis *et al.*, 2022). When they witness a negative review about a company then they prefer not to choose the brand and go for some other services. As a result of which it impacts the reputation of the business negatively and the revenue generated by the company also gets impacted negatively. Therefore the hotel's focus was making sure that they gain positive reviews from the consumers so that the business can function effectively and attract the maximum number of customers.

When the business especially in the hotel sector gets a negative review then the reputation of the business gets impacted negatively. Most of the bookings of the hotels are done through the online platform or the customers' research about the particular brand through the online platform before they make the booking. Therefore whenever a consumer sees a particular brand then they often hesitate to book the particular hotel for their stay (Park and Min, 2020). As a result of which the performance of the particular hotel business gets impacted negatively. So hotel businesses must make sure that they maintain a positive online review to run the business properly and become successful.

Customer Loyalty

Customer loyalty is one of the most important factors for the success of the Hotel brand. Therefore businesses undertake several activities to make sure that customer loyalty is gained. When a particular business becomes able to gain customer loyalty by providing superhero services that particular business becomes successful in generating a high level of revenue (Wu *et al.*, 2021). To achieve customer loyalty some major approaches are considered hotels. The major activity that is considered by the hotels to gain customer loyalty is exceeding the expectation of the guest. Whenever a

particular guest visits a hotel then they have some major expectations about the services and the products which will be provided to them (Shams *et al.*, 2020). When a particular Hotel becomes successful in meeting the expectation and also exceeding them then there is a high chance that the consumer will return to the particular hotel. It is one of the major approaches that is considered by hotels to gain customer loyalty. Another major approach that is considered by the hotels to make sure that customer loyalty is gained is by providing excellent customer service. Customer service is one of the most important factors for any type of business and it is very critical in the case of hotels. It is also made sure by the hotels that they response to the guest reviews and also the feedback constructively provided by them. As a result of which the guest feels valued by the particular hotel or the business which has them gain customer loyalty. Also made sure by hotels build strong relationships with frequent travellers by making sure that all their needs have been met (Sota *et al.*, 2020). It is mainly done when the businesses in the hotel industry make a regular commitment to improvement and undergo various processes to make the improvements. When the customers are provided with improved services every time and their expectation is exceeded then it makes sure that the consumers will return to that particular business and they will be able to gain a higher level of revenue. Therefore it is one of the major approaches that is considered by businesses in the hotel industry to make sure that customer loyalty is gained.

Being socially active in social media and also on various other platforms and understanding the needs of the customer and applying them to the business is another major approach. It helps in making sure that a business becomes able to provide its customers with the proper customer service (Kopanaki *et al.*, 2021). When they hear about their customers on the social media platform and consider their feedback positively and provide a personalised experience which helps in making sure that customer loyalty is gained by the hotel industry.

Conclusion

The focus of the study has been based on analysing three major topics which will be hotel standards, reputation management and customer loyalty in the case of the St Regis Hotel and resorts. It has been found that several factors need to be considered by the hospitality industry to make sure that the business operates efficiently.

Therefore it is necessary to make sure that all the requirements and the expectation of the consumers from the hotel industry are met to run the business with full effectiveness.

Recommendations regarding hotel trends

There are some of the major trends in the hotel industry which need to be followed by the hotels to ensure success. The most important trend is providing the consumer with easy bookings and responding to their queries quickly. Therefore it is recommended that the hotels should be active on their website and also on social media so that they will be able to provide an effective level of consumer service (Kopanaki *et al.*, 2021). It is also recommended that the focus of the hotels needs to be on making sure that positive review is achieved. It is because it is another major trend as consumers are easily influenced by the negative reviews that they witness on the online platform.

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