

5/11/2026

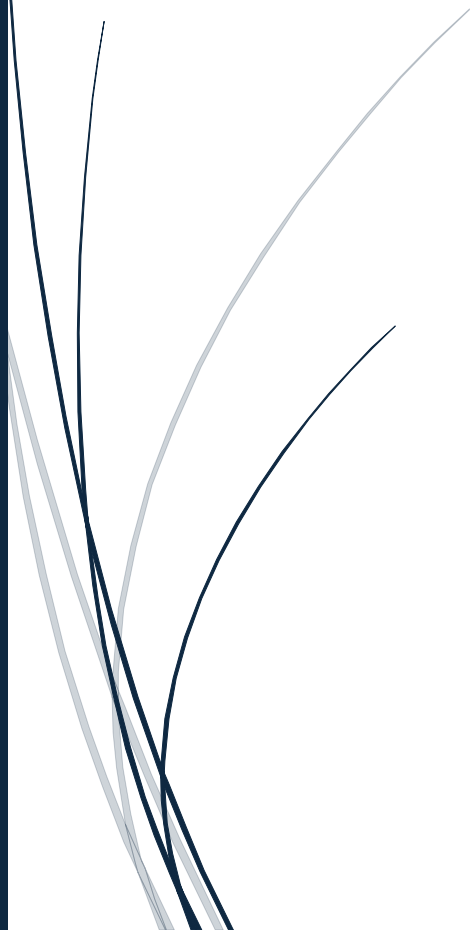
The role and importance of quality service, hospitality, and guest services within the tourism Industry:

Designing an Innovative Hospitality Training Toolkit

Hospitality and Guest Service Management

Deborah Jenkins

(BMTP4013)



Amber Treharne (2502316)

1,115 words

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

Hospitality and guest service training programme presentation script/ research notes

Script:

Introduction:

“This is our hotel: The Riff that we have designed as a team.”

It is so important to provide training in hotels so that staff are professional and prepared, aligning with brand values and expected guest service standards. Changing trends show Simulation training could be used alongside in-person, empower new employees as they will have the confidence from testing strategies during training (Elmohandes, et al, 2018). Today we will discuss our hotel concept, guest service standards, training programme, hospitality, and hotel grading before demonstrating a roleplay section to empower new staff to resolve guest complaints.

Inspiration:

Our main source of inspiration derives from Hard Rock hotels, where they have the philosophy to “Love all, serve all” (Hard Rock International, 2026), promoting equality and an inclusive work culture. Their training models include to train staff to develop leadership skills, culture, technical skills and specifics needed for each job role (Hard Rock Hotel Licensing, Inc, 2018, p.24). On the other hand, Ritz Carlton’s philosophy is where genuine care and comfort is their highest mission. They have gold standards to fulfil each guest’s needs. This includes greeting guests by name using a sincere tone and giving a fond farewell. The 6th Diamond represents their desire to exceed expectations for guests. This involves the mystique system and to be empowered to spend up to 2000 dollars to satisfy guests needs. Their service values and the employee promise are also important for training as employees have to promise to the brand that they align with Ritz Carlton’s values to ensure guests have the experiences they expect.

Concept:

This is The Riff, referring to a memorable pattern of notes often played in a rock song.

The Riff is “a professional musician’s paradise” where our concept is to showcase the most authentic music hotel experience in the heart of Swansea. We are a 4 star urban hotel located next to Swansea Arena, across from the beach. We are also green and sustainable, with a focus on reducing waste. We can achieve this by providing glass and reusable bottles only for drinks and room amenities as well as paper packaging; using local Welsh produce for Food and Beverage. Our demographic is targeted to young adults, aged eighteen to thirty- five, musicians or fans who are staying after concerts in the city centre. The Riff’s facilities are a large bar with live music, an open mic night for musicians, a conference space, coffee shop and a gym for our business guests or travellers who are staying for longer periods of time.

Our philosophy is “where guests are made to feel like rockstars, prioritising their personal needs”. This is a metaphor meaning that guests are made to feel special in this hotel. This is designed as a personalised immersive experience where guests will always be greeted by name and provided with their favourite welcome drink. Music from a requested artist can be played on check- in, adding to the personalised experience and adding to the warm atmosphere. Guitars can be rented on request from their catalogue selection and musicians can book a rehearsal space, all included in the price of their stay. The Riff’s key values are: to always be honest and authentic to employees and guests, be responsible for creating personalised experiences for each guest, and to encourage new ideas in the team to improve guest experiences.

This hotel’s values relate to Maslow’s hierarchy of needs as this hotel can deliver service to fulfil all needs arranged in Maslow’s hierarchy. Facilities and personalisation can fulfil customer’s self-actualisation needs (Maslow, 1943). Employees can be creative by providing anything they request such as instruments, audio devices and vinyl records specific to this hotel. This training programme is designed specifically for a front of House Department where participants will gain skills and knowledge like empowerment, empathy, guest service, problem solving, teamwork and communication. Ultimately, empowering employees to make decisions.

Training programme concepts:

Disney mainly uses on-site training facilities where the Disney compass or 4 keys suggest that safety, courtesy, show and efficiency are needed to create the best guest experience. This can be applied to our hotel as efficiency is so important for speed of service, courtesy for luxury hospitality, show to create immersive experiences and safety especially must be considered after the pandemic. Guest's expectations are much higher after covid- 19, leading health and safety to be a main priority. For current – day training, Bodyswaps can be utilised in a virtual reality training programme for employees to experience this virtually without only attending classes provided by the hotel.

References

Agoda.com. (2026). *The Ritz Carlton Osaka*. (Photograph) <https://www.agoda.com/the-ritz-carlton-osaka/hotel/osaka-jp.html?cid=1844104&ds=w4OxRIBk3Wsj1zYV> (Accessed 2 May 2026).

Alhi.com. (2023). *Hard Rock Hotel & Casino Las Vegas*. (Photograph) <https://www.alhi.com/listing/hard-rock-hotel-%26-casino-las-vegas/3943/>. (Accessed 28 Apr. 2026).

casino.hardrock.com. (2026). *The Guitar Hotel*. (Photograph) <https://casino.hardrock.com/hollywood/hotel/the-guitar-hotel>. (Accessed 6 May 2026).

ClipartMax.com. (2018). *Caring Comments - Caring Symbol Png - Full Size PNG Clipart Images Download*. ClipartMax.com.(Photograph) https://www.clipartmax.com/download/m2i8N4b1b1G6A0K9_caring-comments-caring-symbol-png/ (Accessed 6 May 2026).

Disneyclips. (2025). *Mickey Mouse Ears Icons*. (Photograph) : <https://www.disneyclips.com/goodies/mickey-minnie-icons.html>. (Accessed 6 May 2026).

Elf-Moondance (2021). *Download Reception, Traveler, Receptionist. Royalty-Free Stock Illustration Image*. Pixabay.com. (Photograph) <https://pixabay.com/illustrations/reception-traveler-receptionist-6031806/> (Accessed 28 Apr. 2026).

Elmohandes, N., Abbas, T. and Mansour, N. (2018). Investigating the Effects of Using Simulation Training on Hotel Front-Office Employees' Performance. *International Academic Journal Faculty of Tourism and Hotel Management*, 4(4), pp.50–71. doi:<https://doi.org/10.21608/ijaf.2018.95499>.

Hard Rock Hotel Penang (2016). *Facebook*. (Photograph) <https://www.facebook.com/photo/?fbid=813863127435454&set=pcb.813863270768773> (Accessed 7 May 2026).

Hard Rock Hotel Licensing, Inc (2018). *FRANCHISE DISCLOSURE DOCUMENT* . www.ReverbHotels.com. https://hotel.hardrock.com/files/5829/reverb_2018_fdd.pdf (Accessed 2 May 2026).

Hard Rock International (2026). *Our Story | Hard Rock Hotels*. <https://hotel.hardrock.com/hard-rock-hotels-story.aspx>. (Accessed 1st May. 2026).

Hassan. M (2017). *Download Chef, Man, Restaurant. Royalty-Free Stock Illustration Image*. (Photograph) Pixabay.com. <https://pixabay.com/illustrations/chef-man-restaurant-cooking-3036025/> (Accessed 28 Apr. 2026).

Hiclipart.com. (2026). *Free download | Integrity And Honesty Line, Symbol, Integrity Honesty, Value, Morality, Logo, Ethics, Quality transparent background PNG clipart | HiClipart*. (Photograph) <https://www.hiclipart.com/free-transparent-background-png-clipart-pqfte/download> (Accessed 6 May 2026).

Magnific.com. (2026). (Photograph) https://www.magnific.com/premium-vector/exceed-customer-needs-concept-icon-hospitality-customer-service-abstract-idea-line-illustration-isolated-outline-drawing_44452641.htm (Accessed 7 May 2026).

Maslow, A.H. (1943). "A Theory of Human Motivation". In *Psychological Review*, 50 (4), 430-437.

McLeod, S. (2025). *Maslow's Hierarchy of Needs*. (Photograph). 10.5281/zenodo.15240897. (Accessed 4th May).

The Bartley Hotel (2020). Live Bands. *The Bartley Hotel*. (Photograph) <https://www.thebartley.com.au/live-bands?itemId=w08flia19cl8ld9zusnnv9aotd7ltr>. (Accessed 4th May. 2026).

Thefamilyhotelguide.com. (2026). *Hard Rock Hollywood Semihole Lobby* (Photograph) <https://www.thefamilyhotelguide.com/hotel/united-states-of-america/florida/broward-county/hollywood/seminole-hard-rock-hotel-and-casino/218786> (Accessed 6 May 2026).

The Ritz-Carlton Leadership Center (2025). *Foundations of Our Brand*. Ritz-Carlton Leadership Center. <https://ritzcarltonleadershipcenter.com/about-us/about-us-foundations-of-our-brand/>. (Accessed 4th May. 2026).

World Class Benchmarking. (2020). *Disney's Four Keys to a Great Guest Experience*. <https://worldclassbenchmarking.com/disneys-four-keys-to-a-great-guest-experience/>. (Accessed 5th May).

Research and evidence

- Elmohandes, *et al* (2018) suggest that incorporating simulations in training can help prepare employees for the work- place as they can practice real work situations in environments where they can make mistakes.

Elmohandes, N., Abbas, T. and Mansour, N. (2018). Investigating the Effects of Using Simulation Training on Hotel Front-Office Employees' Performance. *International Academic Journal Faculty of Tourism and Hotel Management*, 4(4), pp.50–71.
doi:<https://doi.org/10.21608/ijaf.2018.95499>.

- Hard Rock International (2026) discuss elements of their story as a hotel and brand. This includes their philosophy, brand values and culture to use as inspiration for The Riff hotel.

Hard Rock International (2026). *Our Story | Hard Rock Hotels*.
<https://hotel.hardrock.com/hard-rock-hotels-story.aspx>. (Accessed 1st May. 2026).

- Hard Rock Hotel Licensing Inc (2018, p.24) explore the business side of their hotel and brand, discussing training programme elements that employees will participate in and learn. These include e- learning and in- person training in classrooms. The systems standards manual is mandatory for every employee as this shows company procedures and values expected. “Classroom training programmes develop skills such as leadership development, company culture and technical skills.

TRAINING PROGRAM

SUBJECT	HOURS OF CLASSROOM TRAINING	HOURS ON THE JOB TRAINING	LOCATION
Walk this Way	24	0	Hollywood, Florida
Induction Training	24	0	Hollywood, Florida
Position Specific Training	160*	0	Hollywood, Florida
Amplified Service	16	0	Hollywood, Florida
Facilitation That Rocks	16	0	Hollywood, Florida
Global Leadership Conference	24**	0	Varies annually
Learning Platform	Varies by position	0	On-line
Total	264	0	

(Hard Rock Hotel Licensing Inc, 2018, p.24)

Hard Rock Hotel Licensing, Inc (2018). *FRANCHISE DISCLOSURE DOCUMENT*.
www.ReverbHotels.com. https://hotel.hardrock.com/files/5829/reverb_2018_fdd.pdf
(Accessed 2 May 2026).

- The Ritz-Carlton Leadership Center (2025) discuss the foundations of their brand including guest service standards, culture, values, philosophy, credo, the employee promise and their gold standards: the 6th diamond representing employees desire to exceed guest expectations, mystique system and empowerment to spend up to 2000 dollars to satisfy guest needs.

The Ritz-Carlton Leadership Center (2025). *Foundations of Our Brand*. Ritz-Carlton Leadership Center. <https://ritzcarltonleadershipcenter.com/about-us/about-us-foundations-of-our-brand/>. (Accessed 4th May. 2026).

- Maslow, (1943) suggests that human needs can be sectioned into a hierarchy of five levels, these include: psychological, safety, love and belonging, esteem and self-actualisation needs. In hospitality and guest service all of these needs need to be fulfilled for guests to have the best experience possible. Lower needs can take priority although for personal growth and full potential of abilities higher

needs are very important. It can be important to consider how to meet these needs as every customer has different needs.

Maslow, A.H. (1943). "A Theory of Human Motivation". In *Psychological Review*, 50 (4), 430-437.

McLeod, S. (2025). *Maslow's Hierarchy of Needs*. (Photograph). 10.5281/zenodo.15240897. (Accessed 4th May).

- World Class Benchmarking, (2020) discuss Disney training programme concepts and the importance of "the 4 keys" model to creating an exceptional guest experience. Disney's 4 keys: Safety, Courtesy, Show and Capacity or Efficiency as well as their service basics and standards leave employees with specific standards of how to make each guest's experience equal in quality.

World Class Benchmarking. (2020). *Disney's Four Keys to a Great Guest Experience*. <https://worldclassbenchmarking.com/disneys-four-keys-to-a-great-guest-experience/>. (Accessed 5th May).

Hotel concept and all music elements (ideas) created by Amber Treharne, designed as an interesting concept for a demographic which has yet to be targeted in Wales.