

Hospitality & Guest Services

in the Hotel Industry

[BMIH4003]

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Executive summary

The report's topic, which is "Hospitality and Guest Services in the Hotel Sector," is expected to include a summary of the condition of the industry as it is right now, along with an analysis of trends and difficulties. It is also possible that it will indicate significant areas of concentration for the report, such as personnel training and development, customer satisfaction, and the integration of technology. In addition to this, the summary may include an overview of the research and data analysis that was carried out, as well as suggestions for how hotels may enhance their hospitality and the services they give to their guests.

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Introduction

In order to thrive, a hotel must pay close attention to detail, maintain its reputation, and work to earn and keep the loyalty of its guests. In order to attract and retain guests in today's highly competitive market, hotels must provide exceptional service, uphold rigorous standards, and expertly manage their image. This report will provide an introduction to these primary themes and an analysis of relevant approaches and best practices.

What is the purpose of brand consistency standards? Do all hotels have the same standards?

Brand consistency refers to maintaining a uniform appearance throughout all your visual elements by using the same fonts, colors, and graphics to communicate messages about your brand's core values. In addition, maintaining brand uniformity ensures that your company's name will be instantly recognizable in all your marketing materials (merlinone.com, no date).

Brand consistency occurs when a business consistently portrays itself as reliable in the minds of its target demographic using the same logo, core values, and marketing message across all of its offerings and mediums (Umesi, 2022).

Consistency within a brand is vital to its success as it helps build consumer trust and loyalty. Customers are more likely to pick and stay at a hotel over the long run if they are familiar with the brand and have a favorable impression of it. Hotels should adhere to brand consistency guidelines to guarantee that all of their properties provide guests with the same level of quality and service and project the same image. This makes it simpler for customers to identify and recall the brand, helps to develop trust and loyalty among guests and contributes to the overall success of the business. In addition, ensuring uniformity across all of a hotel chain's facilities may assist in the simplification of operational processes and the reduction of associated expenses. When a brand's standards for quality and service are consistently met, it may help build trust and recognition among customers. The result is easier brand memory and differentiation for consumers (Keller, K.L., Parameswaran, M.G. & Jacob, I., 2011). Enhancing the guest experience means creating a

scenario in which visitors are exposed to all the hotel's promotional materials. It gives visitors a taste of a unified and well-planned event, strengthening their emotional connection to the company. It also serves as a helpful reminder to hotel staff about the initiative, which boosts the hotel's uniqueness and encourages them to utilize it in their customer service (bezla.com, no date).

All the hotel companies are focusing on this sector for example Hyatt International gives customers a model to follow so that their brand always looks the same. we must maintain consistency of quality so that no guest is ever let down by their experience at a Hyatt. One run-down hotel, as Wallis puts it, may tarnish a whole chain's reputation (Shaw, R. & Mazur, L., 1997). Mean and median room values were highest for Hilton Hotels & Resorts, which reflects the brand's consistent and outstanding quality standards. Over the previous two years, this brand saw less distressed sales than competitors (Sangree, 2011).

Hotel standards vary by category and subcategory, as well as by the hotel's intended audience and service, and the hotel's distinctive selling points (lawinsider.com, no date). One of the most crucial aspects of hotel chains is their ability to maintain consistent standardization across their properties. Hotels are not required to adhere to a uniform set of quality controls or provide the same services, and this allows for considerable variety. Hotels may vary greatly in quality, with some prioritizing cleanliness and customer service while others prioritize luxurious facilities or cheap rates. And various hotels, such as those catering to the wealthy, those catering to the middle class, and resorts, may have varying requirements.

[How can hotels manage their reputation effectively? What is the importance of effective guest reviews management? What is the impact of negative reviews?](#)

A hotel's stellar reputation is one of its most valuable assets for setting itself apart from the competition and drawing in new guests. Customers increasingly place their trust in online reviews that have been published across a variety of websites and social media platforms. Therefore, maintaining one's reputation is crucial for the operation of any hotel,

especially when it comes to controlling how guests perceive the establishment. (Goswami, 2021). Here are some ways how a hotel can manage its reputation:

- Guests' satisfaction is the first priority of hotel management, so the hotel must be sure to treat them with the courtesy and attention they deserve.
- It is important, to be honest with guests about any difficulties that may develop during their stay. By doing so, the hotel will demonstrate that they are prepared to accept blame and try to fix problems.
- Review the comments and suggestions made by the customers and implement any necessary adjustments to enhance their overall experience.
- Developing a positive connection with visitors may be lucrative, as the guest may become repeat customers or suggest that hotel to others if they had a positive experience there.
- Encourage customers to write a review of their experience at the hotel, either on the hotel's website or on a review site run by a third party. The hotel's reputation will likely improve because of favorable evaluations.
- Engage with hotel patrons on various social media platforms to enhance the hotel's online reputation. Share images, reels, and updates pertaining to the hotel, and be sure to promptly answer any comments or messages left on the page. Considering that TripAdvisor reviews typically run about 688 characters. Over three-quarters, (76%) of customers say they value in-depth hotel reviews when deciding where to stay, and over two-thirds (68%) say they are more inclined to book after reading such reviews (Howarth, 2023)

For several reasons, it's crucial to properly handle guest reviews. Firstly, the opinions of past customers may have a major effect on a company's popularity and profits. There is a direct correlation between the number of reviews a firm receives and its bookings and income. Furthermore, reviews may provide helpful suggestions on how a company might better its offerings and customer experience. The business's reputation on review sites may be safeguarded and any problems that may arise can be uncovered with the use of review management. Last but not least, engaging with reviews may boost a

company's image and bring in new consumers by demonstrating that the company cares about what its customers have to say.

A hotel's image and revenue might take a serious hit if guests write unfavorable evaluations. A decline in reservations and income may result if guests are negatively impacted by their impression of the hotel. Customers are more inclined to book a hotel with more good evaluations, therefore negative reviews might affect booking choices. The hotel's customer service, room cleanliness, and amenity offerings may all be areas highlighted by critical evaluations as places for development. A hotel's visibility and reservations may suffer because of negative evaluations, as well as the hotel's rating on review websites. Some potential guests could also read reviews on the hotel's website before making a reservation; those who find the establishment's reputation to be less than satisfactory might decide to go elsewhere. The reputational damage caused by unfavorable guest evaluations may be substantial, and it may take some time for a hotel to fully recover. According to the findings of research that was conducted in 2022, and which was published in the Journal of Hospitality Marketing & Management, bad internet reviews may have a substantial influence on a hotel's reputation as well as its income. According to the findings of the research, prospective guests are more likely to book a room at a hotel that has received a greater number of favorable ratings, and the presence of bad reviews has been shown to contribute to a decline in both bookings and income (Güler, Y.C. & Huseynov, F., 2021).

How can hotels build and retain customer loyalty (e.g. loyalty programs)? What is the purpose of this?

There are several methods hotels may use to increase client loyalty. It's possible to use strategies like these

- Develop a positive first impression.
- To maintain the hotel's prominence in the minds of its guests and to build a feeling of connection, it is important to maintain regular communication through email, social media, and other channels.
- Make the satisfaction of customers the priority (ifca.asia, no date)

- The implementation of a loyalty program that provides privileges and benefits to repeat visitors as an incentive to make further reservations is one way to encourage repeat business.
- In view of the continuous unpredictability surrounding travel, hotels should seriously consider adopting more accommodating cancellation policies to satisfy their visitors (Tas, 2022).

Maintaining and expanding one's network of loyal repeat customers who are more likely to make more purchases in the future as well as refer the company to others is the goal of customer loyalty programs. Loyalty from customers may result in greater sales and income, as well as lower marketing expenses thanks to the positive word-of-mouth recommendations they provide. In addition, maintaining a loyal customer base may assist a company in building a reputation for the provision of superior goods or services, which in turn can assist in the acquisition of new clients. In general, maintaining the loyalty of one's client base is an essential component of developing a successful and lasting company.

[What recommendations do you have for hotels regarding market trends? What are the obstacles facing certain businesses?](#)

As travelers' preferences and expectations have evolved, new trends in the hotel industry have arisen. Hotels that wish to keep their competitive edge and attract a regular supply of new clients must embrace these changes and create new rules and processes to accommodate them. The following are some strategies that hotels may employ to stay competitive in today's market.

- Promoting a sense of security in all guest interactions with the hotel is a must.
- Give Potential Guests the Opportunity to get a feel for the Hotel from a distance it can be through VR. Potential visitors and B2B customers may get a feel for your hotel, even from a distance, by using virtual reality technology (REVFINE.COM, 2023).

- Hotels would do well to embrace eco-friendly practices like recycling and energy-efficient lighting in light of the growing awareness of the need to protect the planet.

the obstacles facing certain businesses

- The rivalry with the several other hotels in the neighborhood.
- A significant increase in room sales over the holidays (cataconsulting.co.uk, 2022)
- Depressions in the economy, which might dampen tourist activity.
- The hotel is difficult to distinguish from others on the market due to the competition.
- Costs of operations that continue to rise. Europe, North America, and several Latin American nations are experiencing record-high inflation. US and European inflation are above 8% (Landman, 2022).

Conclusion

In conclusion, a hotel's success depends on maintaining high-quality standards, protecting its reputation, and attracting and keeping loyal customers. Hotels may draw in new visitors and delight repeat guests by consistently satisfying their expectations in key areas like cleanliness, service, and convenience. Further solidifying a hotel's image and guaranteeing its long-term success may be accomplished by introducing techniques to promote and maintain client loyalty, such as rewards programs and tailored experiences. Overall, hotels that put an emphasis on these facets tend to have more satisfied guests who are more likely to return and spread the word about their great experience.

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