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This paper focuses on the guest services provided by The Chester Grosvenor Hotel located in Britain. It comprehensively evaluate the main components of these services and quality management (continuous improvement) of this hotel. Moreover, it analyses the responsiveness of hotel management to changing consumer preferences and elucidate that how these changes impact the hotel management to serve its guests. It is aimed at a comprehensive analysis of all the new techniques and measures hotel management takes to ensure satisfactory customer service delivery

Introduction

Purpose of this assignment

The purpose of this assignment is to apply academic knowledge of hotel management in evaluating guest service and satisfaction in hotel. The Chester Grosvenor Hotel was chosen, since that was where I spend my last holiday. The contents of this assignment reflect on overall evaluation of services in the hotel. Its quality management (continuous improvement), responsiveness to changing customer preferences and impacts of these changes on the hotel management.

Definition of Key terms (Guest services)

Guest services are the offerings a hotel offers to its guests. In hotel industry, guest services are of primary importance and create real difference (Gandolfo & Guzzo, 2010). The most common guest services are accommodation and room service, food, security, parking, travel and tourism, WIFI, smoking area, laundry, elevator, airport shuttle service, rest room etc. These are defined as follows.

Accommodation

It includes the rooms for guests where they stay for specified time as per their own choice.

Room service means the service of staff deployed to obey the orders of guests.

Food includes all kind of food which is available in hotel for its customers.

Security includes all the measures to protect guests from any mishap or injury.

Parking is the space in the hotels for guests so that they can park their cars under safe custody of hotel management.

Travel and tourism are the facilities hotel management provides to their guests in which guides and transport are arranged to accompany them to see visit the places they want.

WIFI is internet facility provided to each guest present in a hotel premises.

Smoking area is provided to the smokers because non-smokers who dislike smoking may not be disturbed.

Laundry is a facility given to guests, so that, their clothes are washed and ironed in time.

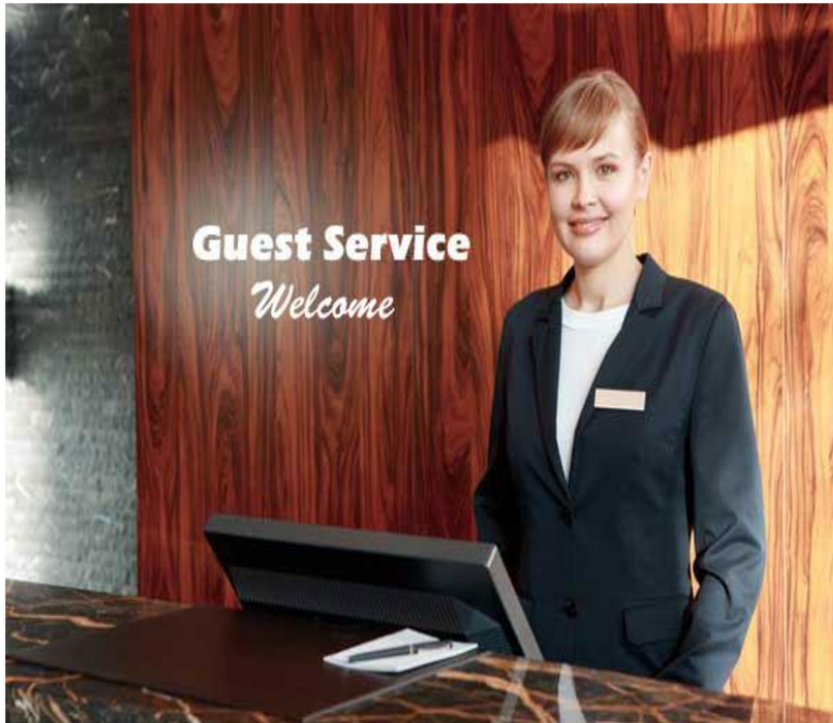
Elevator provides customers ease of moving from one floor to another in hotel.

Airport shuttle service is provided to guests to catch their flights easily and timely.

Rest rooms are also part of guest services in which they spend some time to get relax.

Pets friendly environment

This means that some hotels welcome the pets of guests. This is an extra benefit when the guests find a separate place for proper care of their pets.



Components of guest services

There are some major components associated with all kinds of guest services. These can be full-fledged knowledge of services to the staff because it directly hits the customer impression about the hotel (Chieh-Heng, 2018). Secondly, courteous and friendly attitude which can never let the guests go away. As it is said that, "As we are, so we do; and as we do, so is it done to us; we are the builders of our fortunes." Another component is the speed or promptness of response to customer demand or complaint (Ivica, 2016). If a customer asks for something, and it gets late, he will create this image in his mind. Similarly, the staff should never give the guest any chance to make a second call for anything he wants. For instance, if he has asked to awake him early in the morning then the concerned staff member should be there at the right time. This is the responsibility of manager. Last but not the least, overall customer experience should be outstanding, and he should leave the hotel premises with eagerness to come back and enjoy the same facilities, services, attitude of staff and environment. This is the point where services of hotel pay back (Tang & Yuan, 2018).

All the components of these guest services are visible in an excellent manner in The Chester Grosvenor Hotel which help the hotel management to attract, serve and retain their customers. The management of The Chester Grosvenor Hotel organizes the activities in such a way that customers derive maximum advantage from them. These components forming guest services need focus of the management because of their role in the success, and failure of any hotel organization.

I take The Chester Grosvenor Hotel as a case of our present study.

The Chester Grosvenor Hotel is located in London. It is among the top most hotels of UK and this success has been achieved through its very much unique, multifaceted, and flexible customer service delivery. It has always made a visible but competitive entry in all the services discovered in hotel industry.



Service Provision in The Chester Grosvenor Hotel London

The Chester Grosvenor Hotel provides following services to its guests.

- 24-hour In-room Dining Menu including a Health Menu and a Pet Menu
- The Pembroke Room located on the second floor is open daily for Breakfast 7:00am-10:30am, Afternoon Tea 3:00pm- 6:00pm, Pre-Theater Dinner 5:00pm-7:00pm and Brunch on Saturdays and Sundays 10:30am-2:30pm
- Complimentary newspaper of your choice daily
- Twice daily maid service Complimentary Voss water provided at turndown service
- Clef d'or Concierge service
- Valet service · Packing and unpacking service
- Same-day laundry, dry cleaning and pressing
- Complimentary shoe-shine
- Complimentary in-house Fitness Center and Business Center
- Complimentary WIFI
- Private trainers, massage therapists and in-room beauty treatments available upon request
- Dog walking service
- Personalization of welcome amenities, housekeeping requests, food and beverage and room set up

Quality management (Continuous improvement) of The Chester Grosvenor Hotel

The Chester Grosvenor Hotel has achieved the position among top hotels of UK because of its focus on quality management. It has over the year developed its standard and work for its growth and exploration of new ways to provide more ease and facility to its customers.

The Following are room amenities of this hotel which reflect their efforts on quality management/continuous improvement by consistently considering and offering its customers what they desire for.

- Frette bathrobes, La Botega custom made slippers and custom-designed cashmere throws
- Marble bathrooms, many with his and her sink, deep soaking tubs and separate stall shower
- Custom sheets—Brio collection by Frette, down pillows and comforters (other options on request)
- Gourmet mini-bar
- Handicapped accessible room
- Connecting room options available upon request
- Apple TV available upon request
- Rollaway beds, cribs and various housekeeping and personal items available upon request
- Spacious closets and wardrobes for long-term stays
- In-room fax, iPad and laptop upon request, many suites feature Apple computers and iPads
- In-room safes

Moreover, the marketing department of The Chester Grosvenor Hotel has always remained updated with the new developments, technological advancements, changes in taste and preferences of the active and potential customers and upgraded its system accordingly, to meet the changing needs and work effectively in the competitive environment.

The quality management of this hotel can be measured through its increasing of number of customers, heavy retention of its employees, installation of latest technology, new techniques of training its human resource and evaluation and modification of service delivery systems.

Also, it has been providing an excellent customer service which is evident from its growth, popularity and prestige in this competitive market. The flawless customer experience is it's another proof of quality management.

Hotel responsiveness to changing preferences

It can clearly be observed from the guests' services and room amenities of The Chester Grosvenor Hotel that it has continuously been updating its environment, system and resources according to the changing preferences, perceptions and behaviors of customers. Also, with the change in preferences of the guests, it has introduced different suites for them such as junior suite, deluxe junior suite, one bed suite, two bed suite, specialty suites and penthouse suites. It has never left its customers in this unpredictable changing competitive environment.

Similarly, it has always taken great care of taste of its guests and responded accordingly. The marketing team of The Chester Grosvenor Hotel has always remained engaged in survey, interview, response forms collections and other research techniques. As a result, it has over the time upgraded its food chain which includes majorelle, Jacques, club room, Pembroke room & afternoon tea.

Furthermore, to respond the changing preferences of customers, different packages including a towel extra, executive breakfast and others have been offered.

It has installed devices for free 24/7 WIFI connections to meet the changing demands of guests. Security cameras have been installed to monitor each and every suspected activity in the premises of hotel. The quality and variety of food has been increased.

All these offerings and changes are results of continuous research and analysis of the market and responding to the customer services accordingly.



Impacts of changing consumer preferences on guest service management

Changing consumer preferences affect almost each and every aspect of the economy but hotels and restaurants are more impacted. Urbanization is experiencing more consumers move to urban areas. Resultantly, restaurants are establishing prototypes with more small footprints and newer platforms of dining pilfering share from the traditional models (Galičić, & Cerović, 2004).

Following are the ways through which changing consumer preferences are impacting restaurants.

1. It has become more difficult for the hotel management to understand today's culturally oriented guests.

2. The customers have now become more price conscious and it has become difficult to offer them heavy facilities at reasonable prices.
3. Customer perception has been changed and now they have their own definitions of luxurious life which has brought challenge for the hotel management to design and provide them guest services exactly as per their assignment.
4. The demand for convenience and comfort has been increased which has made it difficult for less staff to do research, plan and design services accordingly. As a result, hotel management started hiring more workforces.
5. The advancement in technology has changed the preferences and tastes of consumers, as a result, management need extra talent, hard work and competitor analysis.

Conclusion

In view of the above, it can easily be deduced that The Chester Grosvenor Hotel has consistently been focusing on and trying to revise its service line, marketing, research & analysis. Therefore, quality management has always been reflected from its operations. It has always focused on designing, redesigning, extending and consolidating its guest's services and also room amenities to make the guests not just satisfied but delightful. Similarly, it has always remained updated and responsive to the changing preferences of consumers. It has maintained its name and image in this world of increasing competition. The Chester Grosvenor Hotel has adapted technological changes and introduced many new services accordingly. With the increasing rate of security threats, it has installed CCTV cameras and other security measures. It has started serving meals and transport for tourists in late timings as well.

The above discussion also states that the changing consumer preferences have impacted hotel management in serving its guests. Technological advancement, changing perceptions and tastes, new definitions of luxurious life and advent of price and culture conscious guests have brought multifarious challenges for hotel management and now they are setting their objectives accordingly.

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