

Hotel Standards, Reputation Management and Service Culture

Module Title

Hospitality and Guest Services (BMIH4003)

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Executive Summary

Brand consistency standards are different in different UK hotels though the benefits of brand consistency standards are almost the same for all of the hotels. In the hotel industry reputation management play a huge role. And service culture also has a huge impact on the hotel industry.

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Introduction

In this assignment, the standards of different kinds of hotels will be known, the related main purposes will be in this report. Moreover, what kind of differences there is in the hotel industry, the related discussion will be described, the importance of reputation management in the hotel industry, how the service culture is included and how important it is will also be discussed. In the end, there will be a probable recommendation on how the hotel industry can avoid various challenges and how to deal with such challenges.

Brand Consistency Standards of Hotels

Brand consistency standards are an idea of how a company will be represented to customers, suppliers, etc., and what it will stand for in its products or services (O'Fallon and Rutherford, 2010). In the case of any hotel's business, brand standards or brand consistency is very important, by this the brand increases the reputation of their hotel, which helps them to achieve various goals.

Purpose of Brand Consistency Standards

Brand consistency standards have numerous purposes, explained below:

Improving Customer's Experience: Customers create a positive commitment to the company for the long term. It is important to have a brand consistency purpose to maintain any brand consistency standards because the brand can reach its specific goals only because of the purpose (Wood, 2015). Its main purpose is basically to give a single identity of the brand so that customers can see it and customers can trust the brand. Through this identity and communication personality is created between the company and customers and loyalty is maintained. Good branding consistency makes it easy for any company to interact with the organisation's personality and customers and grow (Qoura and Khalifa, 2016). In the case of hotels, the main aim is to give a good experience to the customers, so that they come to take service in the future, as well as brand standards help to maintain the reputation of various holes.

Achieve 5-star Rating: As a hotel business major element for the brand, consistency should be kept in customer service, so that customers always get the same type of services. Hotels should ensure their customers that their service system will never decrease, through this the customers are satisfied with the hotel service and give 5

stars (Heppell, 2015). This 5-star rating is very helpful for the reputation of a hotel. Because the new customers see the rating, reviews, and feedback of the hotels online or on Google and select the hotel (Walker, 2017). And getting this 5-star rate means that large customers can be targeted, who will visit the hotel again and again.

Costs Reduction: Brand consistency is important for any company because it helps to recognize the company's brand and through this brand recognition, customers can recognize a particular company or brand and can associate the brand's positivity or negativity. A lot of investment is required in starting a hotel business because the maintenance cost of a hotel is much higher than in other industries (Bagdan, 2013). But if this investment is not done according to the right plan, it is not easy to achieve success. In this case, brand consistency helps hotels from taking maintenance and wrong decisions, which reduces the hotel industry from the hotel's extra or ultimate total costs.

The Difference in Brand Consistency Standards

There is, which varies from organisation to organisation. For example, The Plaza, a US hotel does not only provide accommodation for its customers but provides facilities for customers to explore various tourist spots. On the other hand, restaurants like KFC are more focused on customer service, rather than future relationship creation. Service culture is very important in the hotel industry for creating loyal customers, if the service is good, the customers will come again and again and recommend the services to others. A hotel organisation defines the hotel's culture, personality, and character of the hotel (Horner and Swarbrooke, 2021). Through this, how to make a hotel unique and differentiate values, sum, tradition and belief from other hotels and a positive hotel culture makes talented people interested in work.

Reputation Management in the Hotel Sector

Hotel reputation management is related to how a hotel is monitoring and influencing its activities online and offline (Rialti et al., 2023). Through this review track, engaging on social media sites and optimizing sites for search. Through the reputation of a hotel, not only new customers come, but also loyal customers can be retained. There are various ways through which hotels can maintain their reputation management and avoid negative reviews from customers (Korotayev and Kosma, 2016).

Managing Reputation Effectively

There are different types of effective managing ways for hotel reputation management. In this case, in keeping with the current technology era, should be socially active, as a result, customers can stay connected with hotels through social media, through which the social media reputation of hotels will increase (Ramgade and Kumar, 2021). Moreover, the hotels can be connected with the customers by giving various offers, so that by accepting the offers, the customers will be interested to know and take the service of the hotel and the hotels will know about the different preferences of the customers, and can pay for the service accordingly. Customer satisfaction will increase and the reputation of the hotel will continue to increase. As well as negative reviews should be effectively avoided, if the work of hotel management is done effectively, it will be easy to maintain the reputation of the hotel (Rialti et al., 2023).

Importance of Effective Guest Review Management

The important fact among hotel groups is to effectively manage guests, through these new customers along with loyal customers are found, which helps achieve a company's goal (Vallen and Vallen, 2018). The hotel industry can create a good relationship with their customers, through effective guest service, because of ineffective guest service, customers' choice is given the highest priority. Also, if a hotel can solve the negative reviews nicely by their employees, then the customers are satisfied and the guest review is effective. Reputation is maintained in the hotel industry only through continuous positive and negative review monitoring. Moreover, through negative reviews, good communication is created about how customers are experiencing service, and what things they feel bad and good about (Al-Msallam, 2015).

Impact of Negative Reviews on Hotel

Customer review is very important for a hotel group because, through this, customers can know about the experience of taking service. Other guests, after seeing those reviews, give hotel bookings according to good reviews (Vallen and Vallen, 2018). In this, the negative review of the hotel brings down the reputation, customers lose their loyalty and interest. By which the hotel may be exposed to huge losses.

Importance of Service Cultures in the Hotel Industry

Service culture refers to motivating the employees of the hotel group, so that they can take care of the customers well, through regular duties and activities. Service culture is very important in the case of hotels because, through this, it is a great way to provide great service. When a customer is satisfied with any service, then they want to take the service regularly and encourage others to try it (Chang and Ma, 2015). In the case of the hotel industry, different types of facilities are provided to customers in terms of staff or members. The most important element in service culture is to pay attention to how the company treats its customers (Johnston et al., 2012). There are different types of service culture in the hotel, among them - family service, buffet service, cafeteria service, silver service, and French service, etc. In the case of hotels, service culture depends on two elements, firstly, how the organisation treats customers and secondly, how the organisation treats the employees who provide service to the customers because every organisation has a specific approach to handling customers and employees. Moreover, social and economic benefits can be obtained through a good hotel culture.

Conclusion

From this entire discussion, it can be said that every hotel has a separate and specific branding policy, through which brand consistency standards should be maintained. Because customers can be attracted through this brand consistency and as a result, the hotel group can achieve their goal by increasing their revenue. And so, the hotel should avoid negative reviews and focus on guest review management.

Recommendations

Recently, various new trends are being created in the hotel industry, like-personalization experience, technological advancement, sustainability, increasing cost of operation, and ever-changing customer demands, etc. (Lashley, 2015). However, since the current world is focusing on creating a sustainable environment, hotel groups should adopt a sustainable environment within the organisation. Among the hotel groups, various obstacles can be seen - housekeeping issues, operational issues, hiring staff, changing marketing trends, changes in customer expectations, and data security challenges, etc. (Fonseca, 2017). As well as in the case of the hotel industry, proper market research and advanced technology help to maintain the

standards, reputation, management, and service culture of any hotel and reduce cost, so the hotel industry can be recommended to focus on these issues (Johnston et al., 2012).

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