



Hotel Standards, Reputation Management and Service Culture

Module Title

Hospitality and Guest Services (BMIH4003)

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Word Count: 1,525 words

Executive summary

In-depth analyses of hotel industry norms, reputation management, and service culture are presented in this report. The author has analysed case studies and other examples from the hospitality industry to illustrate the tactics major businesses around the world use to keep their brands consistent, monitor their reputations carefully, and cultivate service-oriented company culture.

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Introduction

Hotels need to keep up with market trends to ensure they are meeting guests' needs and remaining competitive in the fast-paced hospitality business (Wood, 2015). The purpose of this paper is to aid hotels in effectively navigating the industry by exploring hotel standards, reputation management, and service culture, also analysing case studies, and comparing global hotel companies.

Hotel standards

Hotel standards assure quality, professionalism, and guest happiness. These criteria address facilities, amenities, service quality, safety, security, and food and beverage choices. Hotels follow these principles to give guests a good time. Hotel standards provide brand consistency and high-quality visitor experiences (Barrows, 2016). Brand consistency standards offer a consistent guest experience throughout all properties of a hotel brand; however, they may vary by hotel and chain.

Purpose of brand consistency standards

Brand consistency standards serve several important purposes for hotels:

- Establishing a Unique Identity: Brand consistency requirements help hotels differentiate from the competition. Hotels can create a consistent brand image that appeals to their target market by setting design, decor, and service standards (Heppell, 2015).
- Hospitality requires consistency. Regardless of the hotel's location, brand consistency standards guarantee consistent service, amenities, and overall experience. Guests trust and return because of this regularity.
- Strengthening Brand Reputation: Consistent standards across a hotel brand's facilities strengthen its reputation. Guests are more inclined to stay at other brand hotels after a good experience. This boosts brand trust and reputation.

Same standards

Brand integrity is crucial as there is no hotel standard. Target market, location, and pricing affect hotel quality. A fancy hotel may have better service, facilities, and decor. Hotel service levels may vary by country to meet local needs. To gauge quality, let's examine several international hotel chains: Marriott International and Hilton Worldwide

dominate the hotel sector. Marriott's Ritz-Carlton hotels are noted for their luxury, service, and food. Hilton's mid-range Hampton by Hilton Hotels prioritises speed, affordability, and quality (Rellie, 2019). Accor's Sofitel has regional art and food. Hyatt Centric's personalised service and stylish decor meet today's adventurous guests' needs.

Reputation Management

Hotels use the strategic process of reputation management to establish and sustain their reputations in the minds of their target audiences. Reputation management is the process of keeping tabs on guests' comments, reviews, and other public comments to shape and improve the hotel's image (O'fallon and Rutherford, 2019). Guest opinions, reservations, and overall brand image are all directly influenced by a hotel's reputation management strategy.

Managing reputation effectively

Building and maintaining a good reputation is essential for hotels. The following are some tactics hotels can use:

- **Dependable Quality of Service:** Reputation is built on exceptional service. Hotels should prioritise visitor satisfaction and an unforgettable stay. By exceeding guests' expectations, hotels may boost brand awareness, repeat business, and customer loyalty (Tesone, 2012). A Four Seasons Hotel and Resorts employee reads and responds to social media reviews and comments.
- **Online Presence and Engagement:** In today's digital age, reputation management needs to have a robust and interesting online presence. Hotels need to use social media, keep their website updated and easy to navigate, and create engaging content to attract and retain guests (Tranter, Stuart-Hill and Parker, 2014). Establishing a strong online presence and building a great reputation among the target audience may be accomplished by hotels through participating in online forums, reacting quickly to guest enquiries and feedback, and posting engaging and relevant material.
- **Managing Guest Reviews:** Reviews from guests are crucial in establishing a hotel's standing. To improve, hotels should urge guests to provide comments and reviews. In addition to serving as testimonies and endorsements, positive evaluations have

the added benefit of drawing in new customers (Walker, 2013). However, unfavourable feedback can damage a hotel's standing. Hotels that want to successfully manage visitor reviews will:

- Learn from Feedback: Gain from Reviews and comments from visitors should be dissected to spot patterns, problem spots, and new ways to improve services. Through visitor reviews, hotels can learn where their services are falling short and make adjustments to better meet their needs (Chibili et al., 2019).

Importance of effective guest reviews management

Effective guest reviews management is crucial for several reasons:

- Influence on Booking Decisions: Potential guests place a lot of value on previous guests' opinions and ratings when deciding where to stay. More bookings can be expected in response to positive evaluations, while bookings will decrease in response to unfavourable ones. The way a hotel handles guest reviews has a significant impact on its internet reputation and the number of bookings it receives (Wood, 2015).
- Guest Feedback and Improvement: To better serve guests, hotels encourage them to leave feedback in the form of reviews. Hoteliers can learn more about what guests like and do not like by reading reviews online, and then use that information to make improvements (Horner and Swarbrooke, 2016). Reputation and success in a competitive market depend on constant evolution in response to customer comments.

Impact of Negative Reviews

A hotel's reputation and bottom line might take a serious hit if guests start talking negatively about it online.

- Loss of Potential Customers: Negative reviews might turn off potential visitors, which can lead to a drop in bookings and revenue. Potential guests' decision-making can be affected by both favourable and negative reviews of a hotel (Marques and Marques, 2023).
- Brand Image and Trust: Negative evaluations can hurt a hotel's reputation and patrons' trust in the establishment. Online review sites have made it possible for travellers to quickly and readily gather information about a hotel's consistency,

quality, and service (Mcguire, 2016). A hotel's long-term reputation and ability to compete might be negatively impacted by a sustained trend of bad reviews.

Service culture

A company's service culture consists of its members' shared values, beliefs, norms, and behaviours that dictate how employees treat customers and how the company operates. It includes the thoughts, feelings, and actions taken by personnel to deliver superior service and provide memorable occasions for their customers (Tranter, Stuart-Hill and Parker, 2014).

Service culture and corporate culture

As a subcategory of corporate culture, service culture emphasises the importance of satisfying customers (Tesone, 2012). As opposed to this, the values, beliefs, and practises that make up a company's corporate culture are what give the organisation its identity and shape its mission, vision, ethics, and employee behaviour. The term "service culture" refers to a subset of business culture that emphasizes providing exceptional service to customers (Pizam, 2020).

Importance

Several factors highlight why hotels can not afford to overlook service culture:

- **Guest Satisfaction:** Hospitality and customer satisfaction are at the heart of what hotels do best. Consistently prioritising guest requirements, going above and above, and producing exceptional experiences are hallmarks of an organisation with a solid service culture (Hayes, 2022). Hotels can increase visitor happiness, boost repeat business, and spread good word of mouth by encouraging an attitude of service.
- **Brand Reputation:** A hotel's service culture may make or break its reputation. If the hotel has a good service culture, its guests will have a positive experience every time they stay there. The Ritz-Carlton, with its well-deserved reputation for impeccable service, has not only high occupancy rates but also strong brand recognition and high room rates (O'fallon and Rutherford, 2019).
- **Motivation and Retention of Workers:** The morale and dedication of workers are both boosted by an organization-wide emphasis on service. Employees are more

likely to go above and beyond in their service to customers when they have a strong sense of autonomy, belonging, and alignment with the organization's service culture (Dixit, Lee and Loo, 2021). In turn, this results in a more committed and competent workforce with lower turnover rates.

Recommendations and obstacles

Recommendations for hotels regarding market trends:

- **Embrace Digital Transformation:** Hotels must adapt to new technology due to the digital revolution. Invest in solid online booking systems, smartphone apps for smooth visitor interactions, and data analytics to understand guest preferences and behaviours. It may streamline operations, improve guest experience, and boost efficiency for hotels that are resistant to change and have the obsolete IT infrastructure (Demir, Dalgic and Ergen, 2022).
- **Prioritise Sustainability:** Travellers are increasingly seeking eco-friendly options. Energy-efficient systems, trash reduction, recycling, and green efforts are sustainable. To attract eco-conscious guests, emphasise sustainability. Some hotels can not afford sustainable practices at first. Long-term benefits including cost savings, brand image, and visitor loyalty surpass the initial investment (Chibili et al., 2019).
- **Enhance Personalization and Guest Experience:** Today's travellers value personalised experiences. Use guest data to customise services and recommendations. Create memorable stays with customised amenities, room arrangements, and experiences. Technology helps personalise guest data. Hotels may struggle with guest data management and privacy issues (Marques and Marques, 2023).

Conclusion

This analysis concludes that the hotel sector would benefit greatly from a stronger focus on standards, reputation management, and service culture. Hotels may rise above the competition and provide guests with unforgettable experiences by following the advice given, which includes adopting technology, placing a premium on client pleasure, and keeping an eye on market trends. Long-term success in the ever-

changing hospitality industry requires a commitment to constant improvement and an openness to new ideas.

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