



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Hospitality & Guest Services in the Hotel Industry [BMIH4003]

Week 4
Changing Guest Services

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www.uwtsd.ac.uk





Assignment 1: Presentation



You must **record yourself** using your allocated timeslot

You have been given **presenter rights** to do so

Ensure both **you and your slides are fully visible** on your recording

This can be done up **until Friday, 10th of February, at 23:55PM** (even if your allocated timeslot has officially expired!)

You **must upload your presentation slides to Turnitin PRIOR** to you starting the recording

Last Week...

...We learned about:

- The difference between *needs* and *wants*
- The importance of understanding and appreciating guest needs
- Emotional intelligence/hospitality
- How hotels use our five senses to WOW guests

[illegible]

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Today's Aim



To uncover the emerging trends in the hospitality industry



To explore the changing consumer needs and demands



To develop an understanding of the changing guest services in the hotel industry

Week 4

Changing Guest Services



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Changing Consumer Needs and Demands

- Increasingly tied to consumer preferences and expectations

- 3 Buzzwords:

Personalisation

Authenticity

One-of-a-Kind Experiences

Q: What do you think these words mean?



Emerging Trends

Group Discussion:

- Can you think of any emerging trends, lifestyle changes or fashion fads affecting the hospitality industry?

Type your answers in the chat box or raise your yellow hand.



Understanding the Factors Driving Hotel Trends

- **Emerging technology:**

e.g. Artificial Intelligence (AI), robotics and virtual reality

- **Lifestyle changes:**

e.g. Increased interest in sustainable business practices

- **Covid-19 Pandemic:**

e.g. Increased emphasis on safety and hygiene

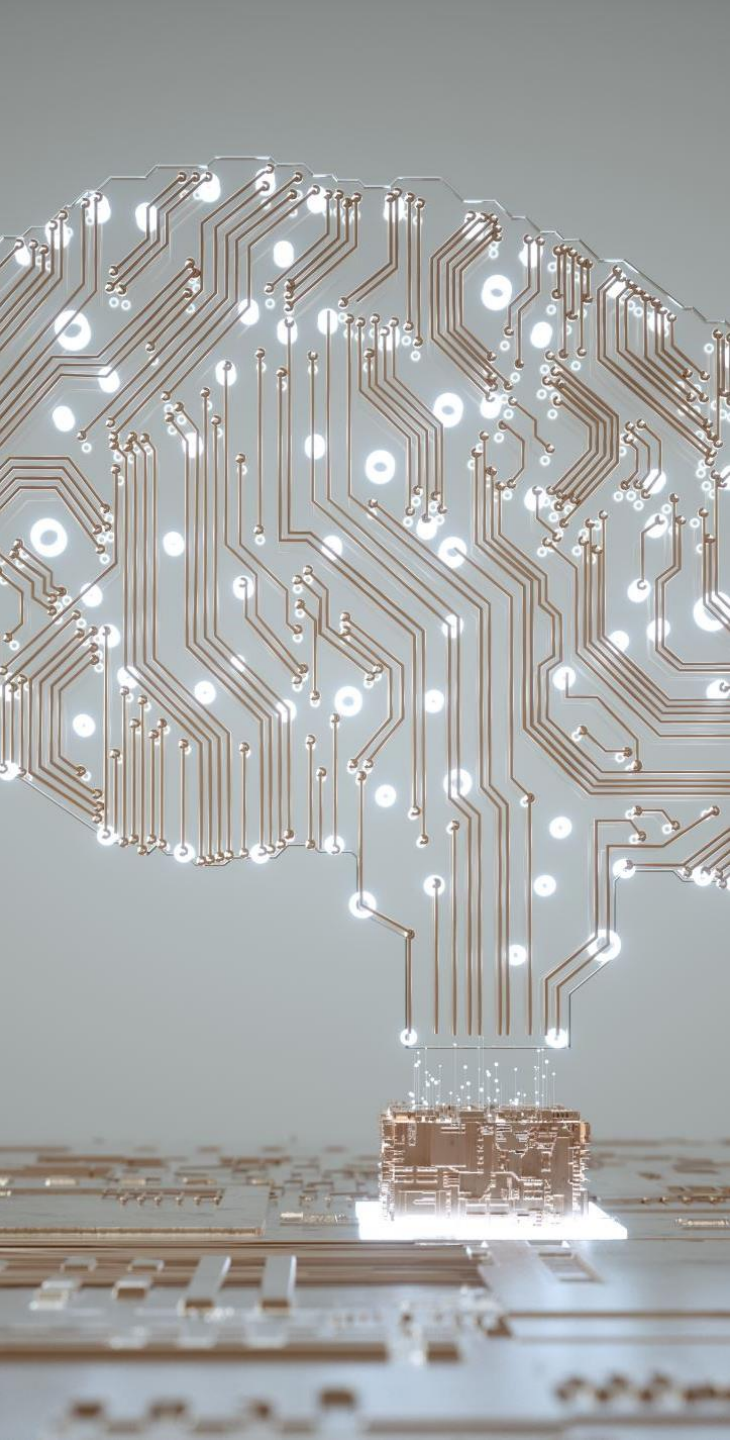


Artificial Intelligence (AI)

Group Discussion:

- What is Artificial Intelligence (AI) and where can it be found in hotels?

Type your answers in the chat box or
raise your yellow hand.



Artificial Intelligence (AI)

- “AI is a type of computer technology which is concerned with making machines work in an intelligent way, similar to the way that the human mind works”

(Collins Dictionary)

- AI can help improving personalisation and the quality of customer support
- Concerns about risks and other ethical considerations remain

Case Study: Alibaba's Keyless & Cashless Hotel





AI in Hotels

Group Discussion:

- What are the benefits of increasingly using in AI and robotics from a hotel's point of view?

Type your answers in the chat box or raise your yellow hand.



Artificial Intelligence (AI)

Group Discussion:

- What are your top concerns with AI?

Type your answers in the chat box or
raise your yellow hand.

Smart Hotels





Hotels of the Future

Group Discussion:

- How do you feel about the increasing use of technology?
- Do you think hotel guests will miss interacting with human staff?
- How will this affect the customer experience?



The Covid-19 Pandemic



The Covid-19 Pandemic

Group Discussion:

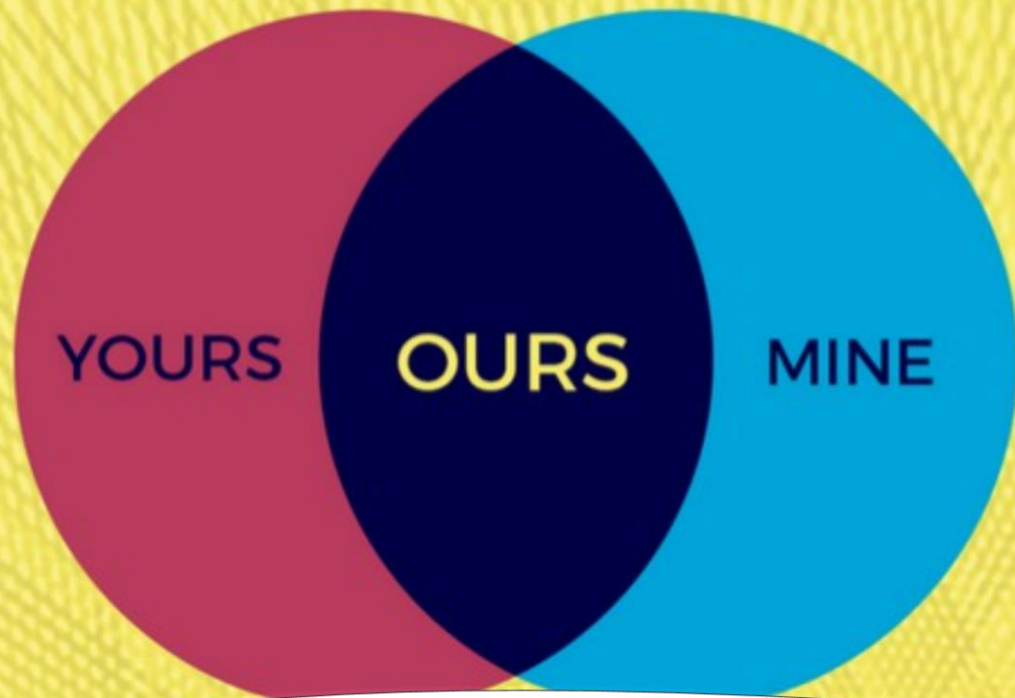
- How has the hotel industry been affected by the Covid-19 pandemic?

Type your answers in the chat box or raise your yellow hand.



The Covid-19 Pandemic

- Emphasis on safety and hygiene
- Implementation of new measures:
e.g. face coverings, provision of hand sanitisers, increased cleaning etc.
- Consumers now make their bookings decisions based on how a hotel handles safety and hygiene



Rise of Sharing Economy

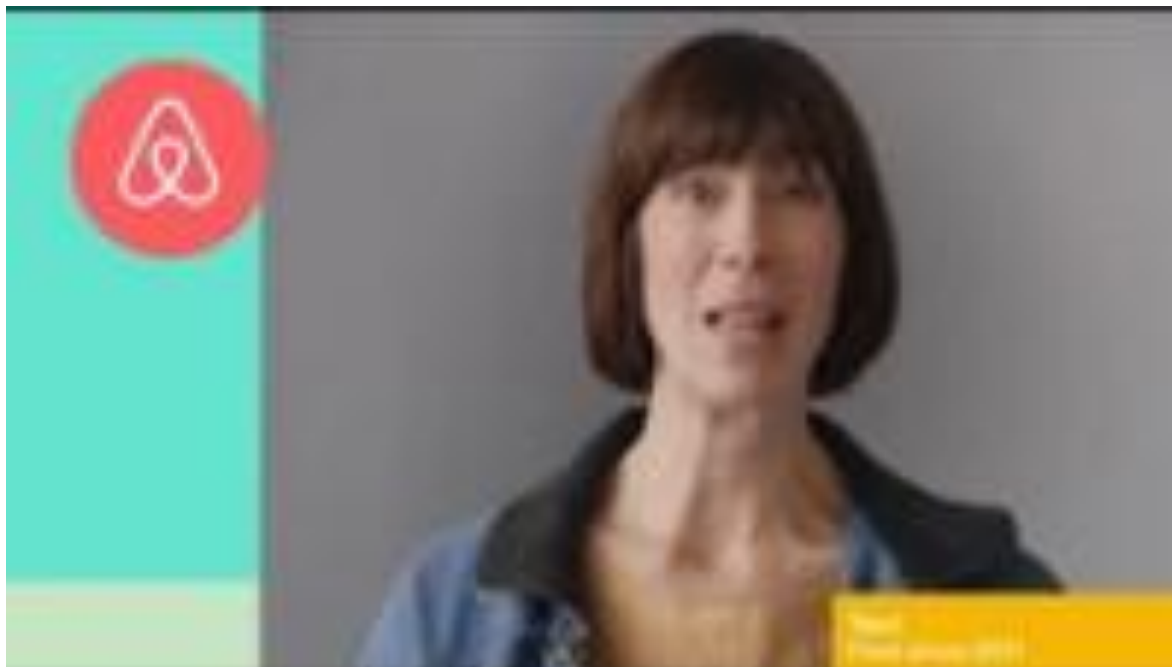
Case Study: Airbnb

“Today, homes are designed around the idea of privacy and separation. What if homes were designed to be shared from the ground up?”

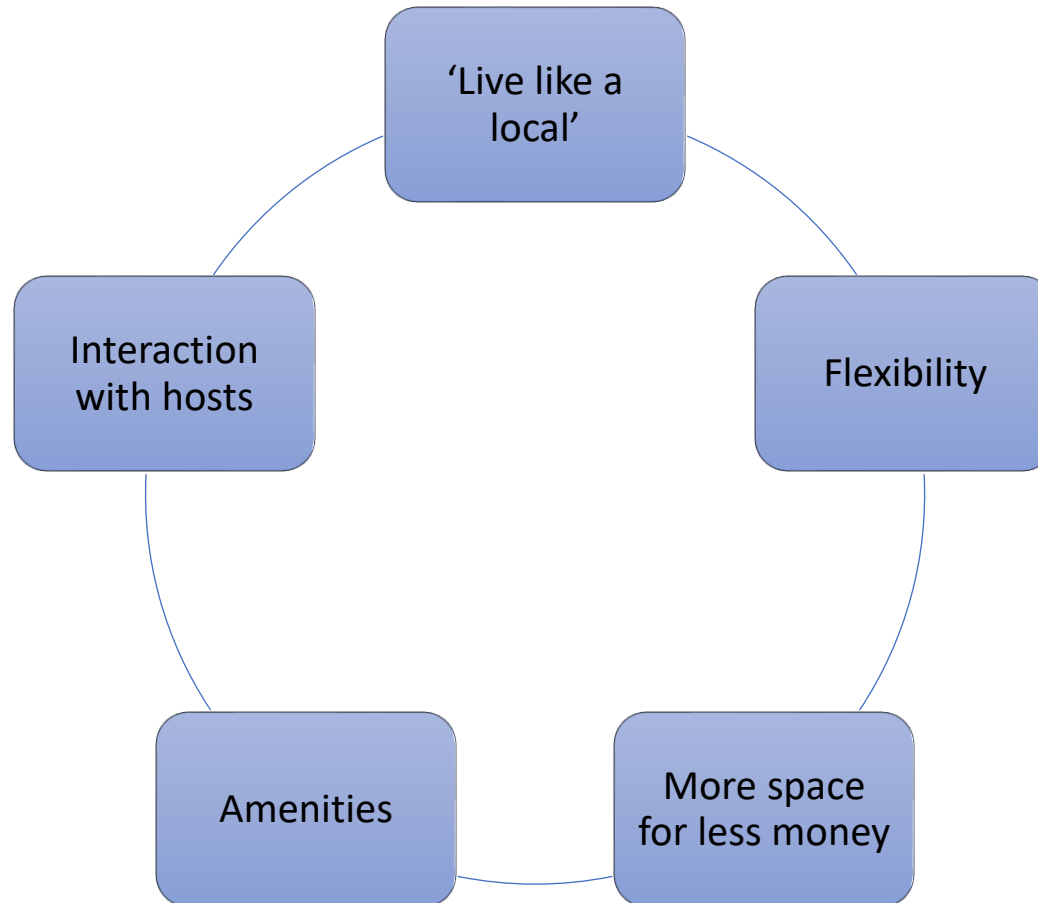
~Joe Gebbia, Airbnb Co-Founder



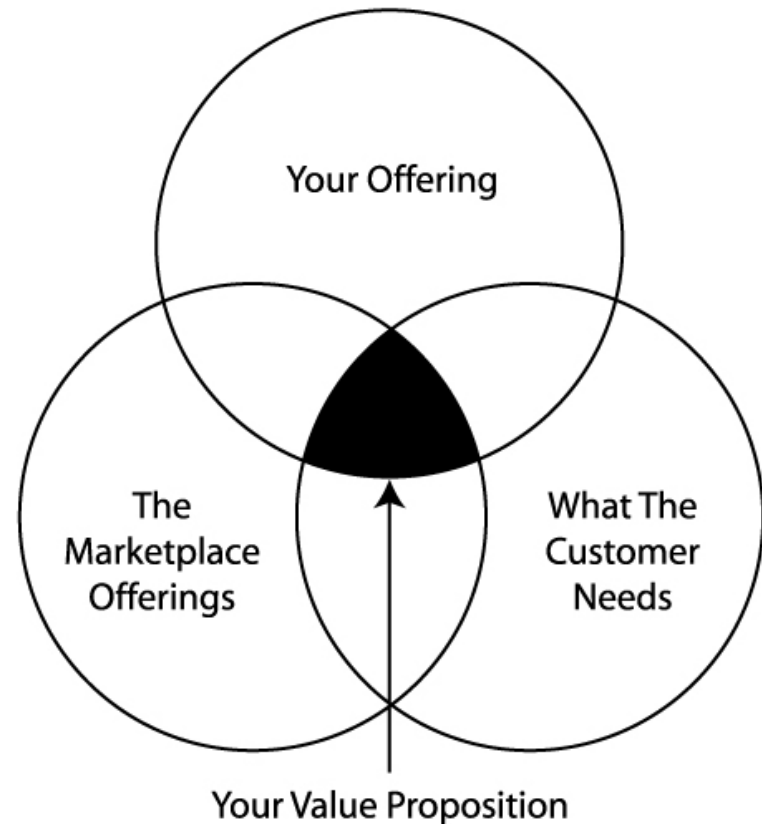
Case Study: Airbnb



Why Airbnb is so successful



Hotels must promote their Unique Value Proposition



Emphasis on Sustainable Practices





Group Discussion

Despite all these new trends, changes and technological developments...

- Can we continue to provide customer service excellence like we used to? How?
- How can we measure our success?

Type your answers in the chat box or raise your yellow hand.

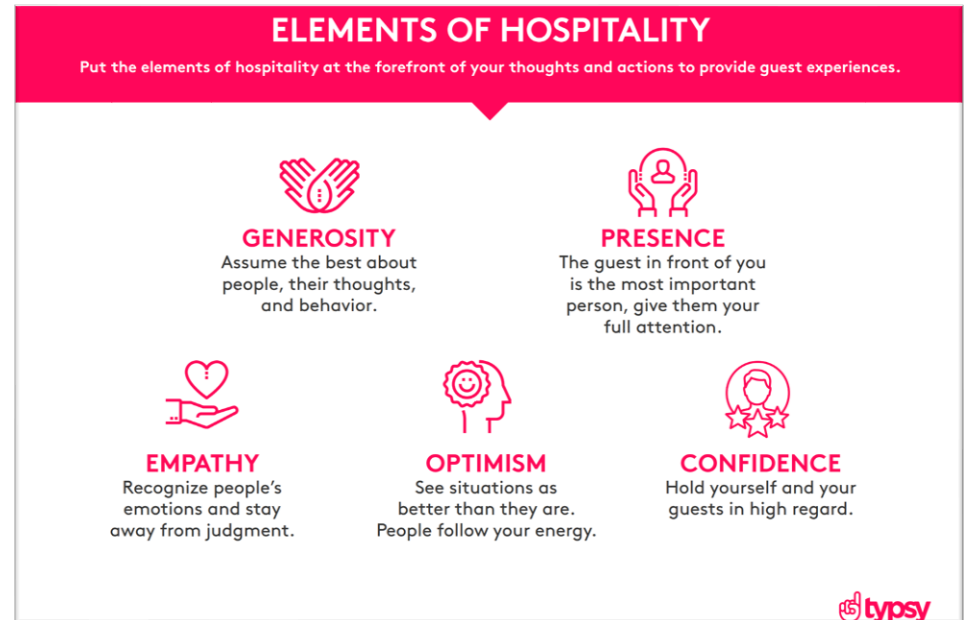


4-Week- Teaching Recap

A summary of what we
have learned so far

What is Hospitality?

- The friendly and generous reception of guests, visitors or strangers with generosity and goodwill
- The art of delivering an excellent customer experience to people
- Meeting the needs of guests



What is Service?

- **Service** is an action or performed task that takes place through contact between the guest and employees of the service organisation (Ford and Sturman, 2020).
- A common way to think of service is the service (**intangible**) part of the transaction between the guest and employees.
- Some **service processes** we can consider are:
Service standards, communication between the team and interdepartmental communication, service culture, service systems (how we carry out a task), policies, procedures and training.



What is Guest Service?

- Guest service is **providing a professional service** to guests.
- It is the **intangible goods** provided.
- Examples:
Offering front desk services to guests,
accommodating unique and general requests and
acting as an information source on various matters.



What are Service Standards?

- A service standard specifies the requirements that need to be fulfilled by a service to establish its fitness for purpose



What is Quality Service?

- Quality service means exceeding your guests' expectations by paying attention to every detail of the delivery of your products and services
- It is critical to any hotel's success

A close-up photograph of a hand placing a white puzzle piece with a blue silhouette of a person in a suit into a larger puzzle. The puzzle is composed of white and light blue pieces, some of which already feature the same person silhouette. The background is a solid light blue.

Management Tactics for Superior Guest Service

- Recruit and select service-minded staff
- Provide effective orientation and training
- Empower staff with service authority
- Emphasise continuous quality improvement
- Effective service recovery

WOW Factor and *Moments of Truth*

- **WOW Factor** takes the **tangible products**, the things we can see and touch and provides an **intangible feeling or experience**
- **Moments of Truth:** Any time a guest has an opportunity to form an impression about the hospitality organisation

(Hayes, Ninemeier and Miller, 2020)



What are Guest Services?



Guest services at a hotel are the **services and amenities** that the hotel provides for its guests (Collins Dictionary)



The goal of **guest services** is to provide customers with an enjoyable experience, primarily in the **hotel** and spa industry, sports facilities, and event venues.



Different Types of Hotels and Classifications

- Hotel segmentation: different price level, room capacity, business model, region etc.
- Full service/limited service
- Chain/brand/lifestyle/boutique/independent
- Franchising

Who are our Consumers?

- People travel for many different reasons:
Business, vacation, leisure, other purposes
- **Market Segmentation:** We must target and market to a variety of consumer groups with different behaviour with an offer that matches their needs and budget

Understanding and Appreciating Guest Needs

Effective hoteliers make decisions based on putting their guests' needs first.

This will help them anticipating and developing service delivery processes and procedures to address them.

An emphasis on guests must be an integral part of the hotel's **corporate culture**.



Meeting and Exceeding Guest Expectations

Appealing to all 5 senses to enhance the customer experience

Build relationships and connect emotionally (Emotional Intelligence)

Go the extra mile (WOW Factor)

Research the purpose of a guest's stay and prepare their room accordingly

Q: Can you think of anything else?



Today we learned about...

- Changing and emerging consumer needs and industry trends
- 3 buzzwords
- Changing guest services and service expectations
- 4-week teaching recap and assignment preparation



Next Time...

Week 6:

Part 1: Guest Service Expectations & Developing a Culture of Service Style

- Guest service expectations
- What is Service Culture? Why is it important? How to create Service Culture
- The importance of service recovery
- Service Recovery Paradox (SRP)
- Complaint Handling
- Employee Empowerment



Next Time...

Week 6:

Part 2: Brand Consistency Standards, Grading and Corporate Culture

- Corporate culture
- Hotel star and diamond ratings
- Automobile Association (AA) etc.
- Mystery shoppers

Assignment 1: Presentation

TASK DESCRIPTION

Task:

Your task is to develop a 10-minute presentation about the role and importance of quality service, hospitality and guest services in the hospitality industry based on a hotel brand of your choice. You are required to select **one** of the following hotel companies:

- Marriott International
- Hilton Worldwide
- IHG (InterContinental Hotels Group)

Once you selected your hotel company, choose **one** hotel brand of the brand portfolio of your chosen hotel company (e.g. Marriott International has 30 different brands). This must be a hotel brand and **not** a single hotel. Your hotel choice must be approved by your Module Tutor before the **27th of January 2023**. The use of a **luxury brand** is recommended for this assignment.

Assignment 1: Presentation

Within your presentation you will need to focus on the following aspects:

- Briefly **introduce** your chosen hotel brand
- Identify the hotel brand's **main consumers**
- Outline the **nature, scope and role of the guest services and facilities** that are provided to these guests by the hotel brand
- Explain the need to consider the **role and function of guest services** in general
- Discuss the **importance of hospitality** and how hotels **meet/exceed guest expectations**

Assignment 1: Presentation

Your presentation must fulfil the following criteria@

- Focus only on relevant slides that will allow you to complete your presentation within **10 minutes**.
- A **title page**, **content table** and **summary/conclusion** must also be included.
- A **reference list** with a minimum of **ten references** from a wide variety of different sources using Harvard Referencing is to be added at the end of your presentation.
- The use of **images, graphs and tables**, if relevant, is recommended. These must also be referenced.



Important Reminder



NO LECTURE next week due to PRESENTATION WEEK



NO LECTURE during INDUSTRY WEEK (w/c 20th February 2023)



Failure to record and upload slides to Turnitin will result in immediate penalty. You have up to 7 days to upload with marks capped at 40 (late submission).

References

- CBS Mornings (2018) *“Smart” hotels come with privacy concerns for travelers* [video]. Available at: <https://www.youtube.com/watch?v=o5UxXN08Kfo> (Accessed: 12th October 2022).
- CNBC International (2019) *Alibaba’s keyless and cashless hotel is straight out of the future / CNBC Reports* [video]. Available at: <https://www.youtube.com/watch?v=rnGpSZmj-cA> (Accessed: 12th October 2022).
- Collins Dictionary (2022) *Artificial Intelligence*. Available at: <https://www.collinsdictionary.com/dictionary/english/artificial-intelligence> (Accessed: 12th October 2022).
- Hayes, D. K., Ninemeier, J. D. and Miller, A. A. (2020) *Hotel Operations Management*, 3rd Ed. Uttar Pradesh: Pearson India Education Services.
- Revfine (2022) *Hotel Trends: Discover the latest trends in the hospitality industry*. Available at: <https://www.revfine.com/hotel-trends/> (Accessed: 12th October 2022).
- Slayed Magazine (2018) *10 Eco Friendly Hotels – Sustainability and Green Travel* [video]. Available at: <https://www.youtube.com/watch?v=-DSNyOW0L5Q> (Accessed: 14th October 2022).