

Introduction to the Hospitality Industry

Assignment 10

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1. Explain How Guest Expectations Affect Their Overall Experience

Guest expectations are a major factor in determining satisfaction in the hospitality industry. Guests form expectations through advertising, online reviews, recommendations, pricing, and previous experiences. These expectations become the standard by which hotel services are evaluated. When a hotel meets or exceeds expectations, guests are more likely to be satisfied, leave positive reviews, and return in the future. Personalized service, clean facilities, efficient check-in procedures, and professional staff all contribute to positive experiences. However, when expectations are not met, guests may feel disappointed and dissatisfied. This can lead to complaints, negative online reviews, and reduced customer loyalty. Therefore, hotels must understand guest needs, communicate honestly, and consistently deliver quality service. Managing expectations effectively helps create positive experiences, improves reputation, and supports long-term business success.

2. Case Study: Guest Arrival After a Long International Flight

A guest arrives after a long international flight and experiences slow, unfriendly service from front desk employees who cannot answer basic questions. Several components of the guest experience are negatively affected. The check-in process becomes frustrating because guests expect efficiency after travelling. Staff attitude also affects the emotional experience because hospitality depends on making guests feel welcome and valued. In addition, poor knowledge and communication reduce confidence in the hotel's professionalism. This experience may create a negative first impression of the hotel. Guests often judge the entire property based on their initial interaction with staff. As a result, they may question service quality in other departments, become less satisfied, and be less likely to return. Negative reviews shared online may also damage the hotel's reputation. Management can improve the situation by providing customer service training, improving employee knowledge, establishing service standards, monitoring guest feedback, and ensuring supervisors are available to resolve issues quickly. These actions help improve guest satisfaction, service quality, and customer loyalty.

References

1. Walker, J. R. Introduction to Hospitality Management.
2. Rutherford & O'Fallon. Hotel Management and Operations.
3. AHLA Educational Resources.