

EIIT
ASSIGNMENT

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1. Hospitality Industry Philosophy: How It Affects Hotel Performance and Guest Satisfaction

One of the philosophy is the attitude that the hotels have towards their guests. It focuses on how hotel employees present themselves to their guests, how they treat them and how willing they are to serve them in the best way that they could. The main aim is to satisfy and accommodate them.

But with this industry in hotels it does something to your workforce. For example hotels, get their people to be courteous, gracious and very attentive when a guest has a request or a complaint. The manner that receptionists and housekeepers and restaurant employees and managers cooperate is central to providing good service.

Say, for example, an employee who orders a birthday cake for a customer or even an employee who makes up a meal that a customer requires, then this is being caring and thoughtful. It is the small things that make people feel special, and there is something to be learnt from that.

The premier care services could be to ensure the top quality services, then satisfied with the customer to generally be happy since he will not mind spending.

Hotel services philosophy may implement to the employees' behavior, hotels' business, and visitor satisfaction. Customers will be the king of hotels' business; take the best care of the guest's interest and in turn make the hotel successful.

References

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2. Kotler, P., Bowen, J. T., & Makens, J. C. (2017). Marketing for Hospitality and Tourism (7th ed.). Pearson.
2. Interaction of Service Quality with (TQM) Total Quality Management (TQM)
Service quality is the way the hotel will present the hotel to you. It includes the cleanliness of the hotel, the quality of the food, the hospitality of the staff and the speed of service. In short, it is the quality of service.

Total quality management (TQM) is management for an entire organisation dedicated to the continual improvement of the quality of services provided. TQM and service quality go hand-in-hand as it allows hotels to identify any trouble in order to improve their services.

The customers' comments are also a very important aspect of TQM. The hotel should maintain the customer comments, reviews, and surveys in order to identify areas that need improvement. For example, if the hotel is getting many comments about the long queues at the reception area, then they can work to improve the way they carry out customer check-ins or employ more staff at peak hours.

TQM is a all-embracing philosophy involving everyone in the hotel. One of the critical factors is the employee training program. Hotel employees must be trained in communication skills, customer service and problem-solving. Service is better when employees are working as a team.

 TQM involves the encouragement of change. Hotels constantly rethink their practices to make sure there are no mistakes, reduce costs and reduce waste of productivity. For example, the maid can use a checklist to make sure that the rooms are cleaned properly before the check-in.

A good system for implementation of TQM will improve the quality of service offered, increased levels of guest satisfaction, the likelihood of returned guests, and the position of the hotel.

Altogether, whilst service quality addresses what type of experience a guest will experience, TQM is a process by which a hotel can maintain and improve that experience. Both are present in one hotel in different ways and are integral to success.

References

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3. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multi-item scale for measuring consumer perceptions of service quality. The journal of retailing, 64(1), 12-40.