



Operations Management in Hospitality

Assignment 2

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Strategic Service Vision and Operations Strategy in Hospitality

Strategic Service Vision – Accor Hotels

Accor Hotels is one of the world's largest hospitality groups, with over 5,400 properties across 110 countries. Its strategic service vision, “pioneering the art of responsible hospitality, connecting cultures, with heartfelt care” is more than a corporate statement. It's a guiding philosophy that shapes how Accor interacts with both guests and employees. This vision helps the company stay competitive, foster loyalty, and create meaningful travel experiences.

Vision for Customers

Accor's service vision is deeply rooted in **cultural connection and sustainability**. Guests experience this through locally inspired design, regionally sourced food, and community engagement programs. For example, a stay at Sofitel in Berlin might include French-inspired luxury with German art and cuisine, while a stay at Novotel in Bangkok offers Thai hospitality with global standards.

Accor's loyalty program, **ALL – Accor Live Limitless**, personalizes the guest journey. Members receive tailored offers, curated experiences, and access to concerts, wellness retreats, and culinary events. This emotional engagement goes beyond transactions, it builds relationships.

Vision for Employees

Accor refers to its staff as “**Heartists**” artists of hospitality. This term reflects the company's belief that service is a craft, not just a job. Employees are trained to deliver heartfelt care, empowered to make decisions, and encouraged to bring their personality into service.

Accor invests in employee development through:

- Cross-brand mobility and training
- Diversity and inclusion programs
- Mental health and well-being support

This vision creates a culture of **trust, creativity, and purpose**, which translates into better service and lower turnover.

Impact on Performance

Accor's strategic service vision drives performance in several ways:

- **Guest loyalty:** Emotional connection and personalized service increase repeat visits.
- **Brand differentiation:** Responsible hospitality and cultural immersion set Accor apart.
- **Employee engagement:** Empowered staff deliver better service and stay longer.

- **Innovation:** A values-driven culture encourages sustainable and tech-forward solutions.

According to Kotler et al. (2022), a strategic service vision aligns internal culture with external brand promise, creating consistency and competitive strength.

Operations Strategy and Competitive Advantage – Hyatt Hotels

Hyatt Hotels is a global hospitality brand known for its luxury, lifestyle, and wellness offerings. With over 1,300 properties in 76 countries, Hyatt's operations strategy focuses on **quality, speed, flexibility, and cost efficiency**. These pillars help Hyatt deliver consistent service while adapting to changing guest needs and market conditions.

Quality

Hyatt maintains high standards across its brands from Park Hyatt's luxury to Hyatt Place's comfort. Quality is ensured through:

- Guest feedback systems and Net Promoter Scores
- Brand audits and mystery guest programs
- Wellness-focused amenities like sleep-enhancing rooms and fitness centers

Hyatt's commitment to quality builds **trusts and satisfaction**, especially among business travelers and loyalty members.

Speed

Hyatt uses technology to streamline services:

- Mobile check-in and digital room keys
- Chat-based guest service via the Hyatt app
- Automated housekeeping and maintenance tracking

These tools reduce waiting times and improve efficiency, allowing staff to focus on personalized touches.

Flexibility

Hyatt adapts to diverse markets through:

- Asset-light expansion (franchising and management contracts)
- Hybrid spaces for work, leisure, and wellness
- Dynamic pricing and flexible cancellation policies

This flexibility allows Hyatt to respond quickly to trends like remote work, wellness tourism, and sustainability.

Cost Efficiency

Hyatt controls cost through:

- Centralized procurement and vendor partnerships
- Lean staffing models supported by tech
- Direct booking incentives via World of Hyatt

These strategies improve margins without compromising guest experience.

Competitive Advantage

Hyatt's operations strategy gives it a clear edge:

- **Guest loyalty:** Personalized service and tech convenience build emotional connection.
- **Scalability:** Standardized systems allow global growth with local adaptation.
- **Resilience:** Flexibility and cost control help Hyatt weather economic shifts.
- **Brand strength:** Quality and innovation position Hyatt as a leader in luxury and lifestyle hospitality.

As Lovelock and Wirtz (2016) note, operational excellence is key to sustainable competitive advantage in service industries.

Conclusion

Accor and Hyatt demonstrate how strategic vision and operations strategy work together to drive success in hospitality. Accor's heartfelt, culturally rich service vision creates emotional loyalty and empowers employees. Hyatt's tech-enabled, quality-focused operations strategy ensures consistency, speed, and adaptability. Both companies show that when service is guided by purpose and delivered with precision, hospitality becomes not just a business but a meaningful experience.

Here's a warm, practical, and humanized 1000-word report for your assignment, focusing on **Accor Hotels' strategic service vision** and **Hyatt Hotels' operations strategy**. It's written in APA style and connects theory to real-world hospitality practices.

Strategic Service Vision and Operations Strategy in Hospitality

Kala [Your **Last** **Name**]
Operations Management in Hospitality
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Part 1: Strategic Service Vision – Accor Hotels

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