

Introduction to the Hospitality Industry - Assignment 10

Student Name: Ramanpreet Kaur

Student ID: DE240254

University: European Institute of Innovation, Entrepreneurship, and Technology

1. Explain how guest expectations affect their overall experience.

Guest expectations play a crucial role in shaping their overall experience in the hospitality industry. Before arriving at a hotel, guests form expectations based on advertisements, online reviews, recommendations, previous experiences, and the hotel's reputation. When hotels meet or exceed these expectations, guests are more satisfied, loyal, and likely to recommend the hotel. However, when expectations are not met, dissatisfaction, complaints, and negative reviews may occur. Therefore, hospitality businesses must understand guest expectations and consistently provide high-quality service.

2. Case Study Analysis

A guest arrives at a hotel after a long international flight. The front desk staff is slow, unfriendly, and unable to answer basic questions.

A. Components negatively affected

First impression, customer service quality, communication, efficiency, convenience, and trust were negatively affected.

B. Influence on guest perception

The guest may view the hotel as unprofessional, poorly managed, and customer-unfriendly. This may result in complaints, negative reviews, and reduced chances of returning.

C. Management actions

Management should provide staff training, improve communication skills, streamline check-in procedures, monitor performance, increase staffing when necessary, encourage a guest-focused culture, and resolve complaints promptly.