Introduction to the Hospitality Industry

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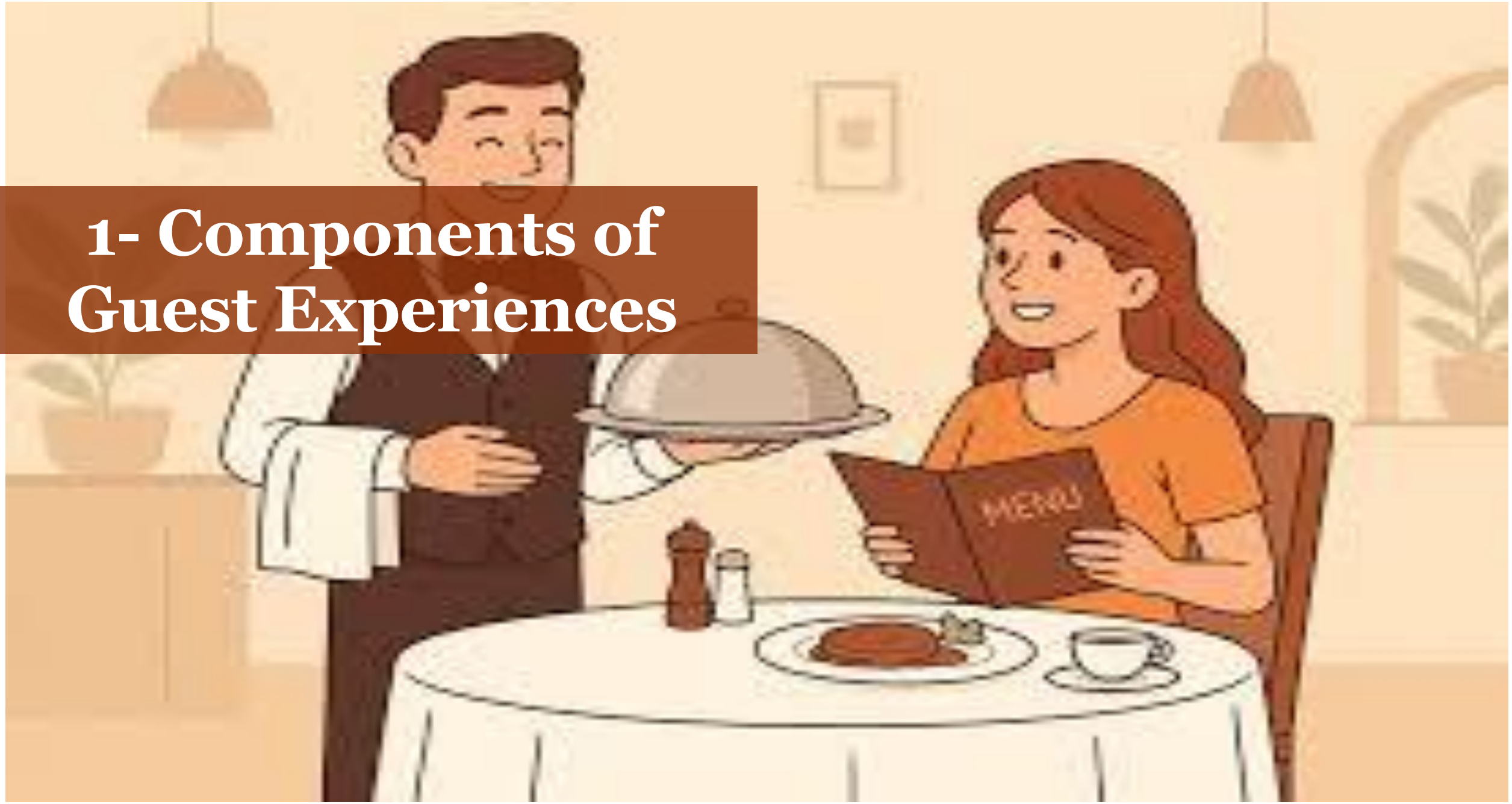
Discover the world of eiIET

Index

1. Components of Guest Experiences
2. Product and Process
3. People and Physical Evidence
4. Place, Promotion and Price
5. Designing Guest Experiences



1- Components of Guest Experiences



1- Components of Guest Experiences

1.1- Customer Experience Management



- "The practice of designing and reacting to customer interactions to meet or exceed their expectations,
leading to greater customer satisfaction, loyalty, and advocacy".

- Hospitality Services:

- Packaged goods: experience = purchase + use.
- Hospitality: experience is complex and changing.
- Experiences involve multiple senses and dimensions.
- Service is a journey, not a single product.

A- The Product



1- Components of Guest Experiences

A- Product



- In services, “product” refers to the outcomes of the guest experience
- Includes tangible elements
- Also includes intangible outcomes
- Represents what the guest receives throughout the service journey

1- Components of Guest Experiences

A- Product



- Service Outcomes in Hospitality

- Hospitality "products" are experiential outcomes that affect the guest physically and emotionally.

- Positive:

Rest from a hotel stay, energy from a meal, relaxation from a spa treatment

- Negative:

- Discomfort, illness, or pain from poor service delivery
- Businesses must consider physiological effects on guests

1- Components of Guest Experiences

A- Product



- Psychological Transformations in Guest Experiences

- Hospitality experiences create emotional and psychological effects

- Guests may gain:

- **Education**: Learning and knowledge development
- **Escapism**: Immersive experiences that transport guests:

- Example:

- Galactic Starcruiser, Disney World

1- Components of Guest Experiences

A- Product



- Psychological Transformations in Guest Experiences

- **Entertainment**: Amusement and engagement
- **Esthetic**: Emotional or artistic stimulation

- Example: 21c Museum Hotels

- Combines lodging with contemporary art.
- Guests view curated art in a stylish hotel.
- Blends stay with cultural and artistic experiences.

1- Components of Guest Experiences

A- Product



- Example:

- A tourist books a hot air balloon ride.
- The product is the ride itself:
- The thrill, the view, and the unique experience.
- Guests expect safety, excitement, and memorable scenery



B- The Process

1- Components of Guest Experiences

B- Process



- Customer Journey made up of 5 stages:

- Guest recognizes a need
- Guest identifies possible service options
- Guest evaluates the alternatives
- Guest selects a preferred option
- Guest experiences the service and need is fulfilled

1- Components of Guest Experiences

B- Process



- Quality services should provide:

- Reliability
- Responsiveness and empathy
- Appropriate tangibles:
  - Facilities, equipment, environment

1- Components of Guest Experiences

B- Process



- Operational efficiency:

- Capacity analysis helps optimize service flow

- Key concepts:

- They are important for understanding how service processes work

- Include:

- **Throughput time:** Total time to complete service
- **Throughput rate:** Number of customers served per unit time
- **Bottleneck:** Step with the lowest capacity limiting output

1- Components of Guest Experiences

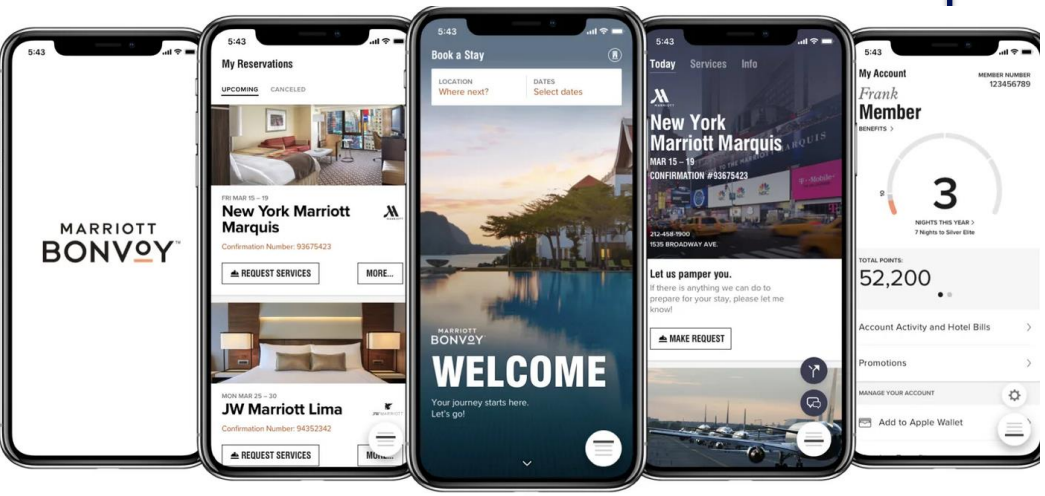
B- Process

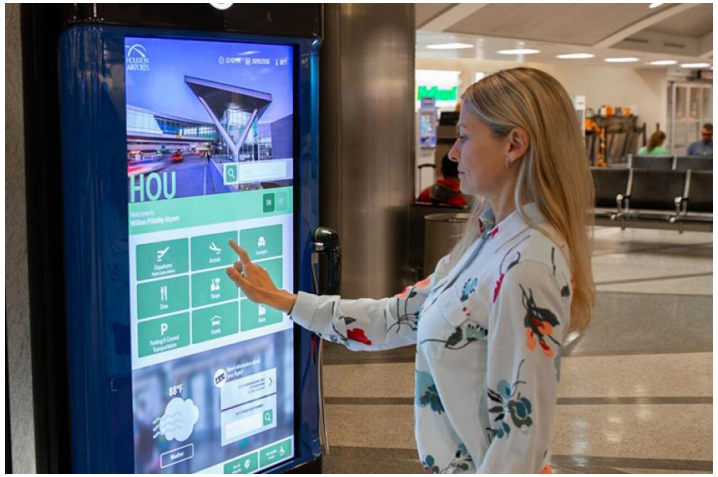
- Technology's role:

- Automation reduces costs and waiting times
- Examples:
- Self-check-in kiosks, mobile apps, keyless entry

- In restaurants:

Ordering kiosks, tabletop payment systems





C- People



1- Components of Guest Experiences

C- People



- Hospitality is a human-centered business
- Defined by interactions between guests and service professionals

1- Components of Guest Experiences

C- People



- Guests and service organizations co-create experiences
- Some restaurants handle full food preparation, others engage guests in cooking
- Chinese hotpot / Japanese yakiniku – guests cook at their tables

- Benefits:

Engages guests, reduces employee workload

- Limitations:

Not suitable for all types of businesses

1- Components of Guest Experiences

C- People

- Cultural Considerations

- Guest socioeconomic, ethnic, and linguistic backgrounds
- should guide service design
- Respect local cultural norms
- Regionalize offerings to match local preferences and supply chains

- Purpose:

- Show respect and ensure services meet guest needs

1- Components of Guest Experiences

C- People



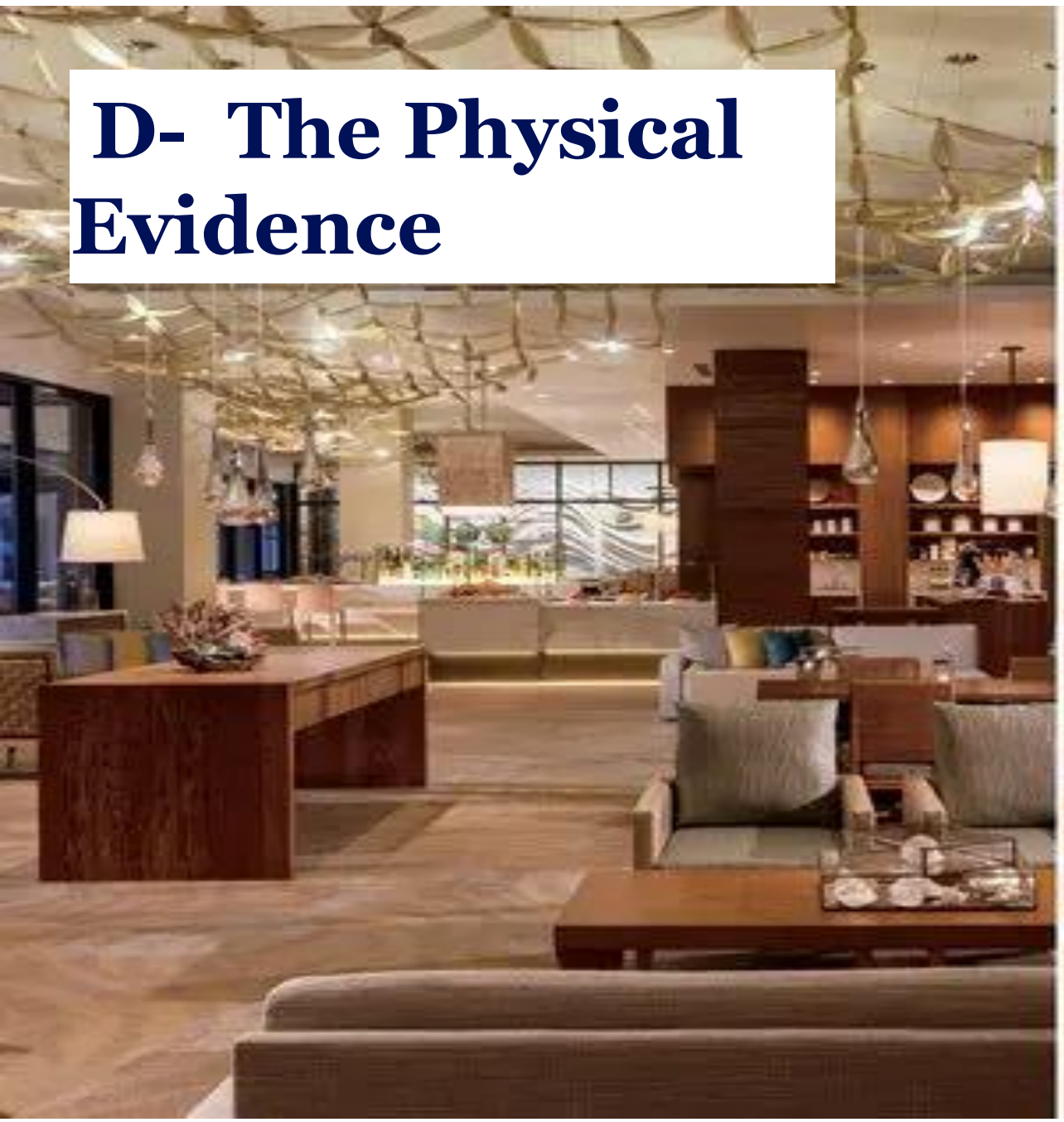
- Employees:

- Key to delivering quality service experiences
- Hiring and training skilled staff is vital
- A strong service culture enhances guest satisfaction

- Employee empowerment enables:

- Problem-solving
- Exceeding guest expectations
- Creating memorable experiences

D- The Physical Evidence





1- Components of Guest Experiences

D- Physical Evidence:



- Physical evidence supports service delivery
- Furniture and fixtures create mood and atmosphere
- Equipment enables service

1- Components of Guest Experiences

D- Physical Evidence:



- Furniture and Fixtures

- Chairs, tables, counters, lamps, décor
- Create mood and atmosphere
- Enhance comfort and guest experience

- **- Equipment**
- Tools and devices for service
- Enable efficient service delivery

1- Components of Guest Experiences

D- Physical Evidence:



- Operating Supplies and Equipment
- Tangible items used in the delivery of a service.
- It includes Props and Artifacts

1- Components of Guest Experiences

D- Physical Evidence:



A- Props

- Items used by guests or employees during the service.
- Facilitate service delivery and reinforce branding or theming.

Examples:

- Guest-use items
- Staff items
- Thematic/branding items
- Operational items

1- Components of Guest Experiences

D- Physical Evidence:



B- Artifacts

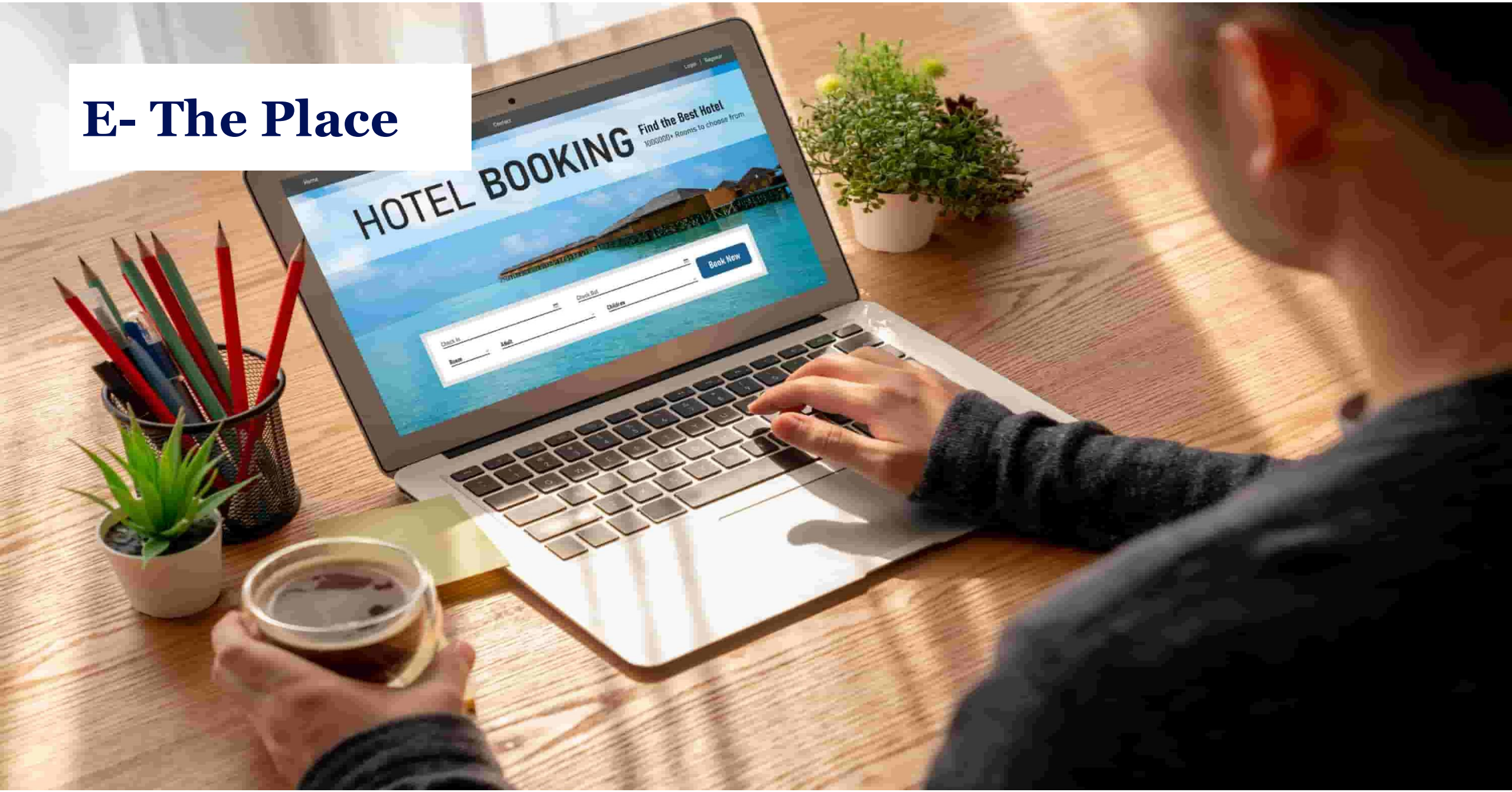
-Tangible items remaining after the service has been delivered.

- Serve as proof of service, create lasting impressions, and reinforce branding.

It includes:

- Receipts
- Souvenirs or memorabilia sold by the company
- Branded pens or matchboxes
- Takeaway food

E- The Place



1- Components of Guest Experiences

E- Place



- Refers to where services are delivered and how guests access or arrange them

A- Physical Environment

➢ **Servicescape:**

❖ Basic environment where services occur, shaping guest perceptions.

➢ **Worldbuilding:**

❖ In theme parks, it becomes worldbuilding

❖ Harry Potter World, Star Wars: Galaxy's Edge.

1- Components of Guest Experiences

E- Place



- Refers to where services are delivered and how guests access or arrange them

A- Physical Environment

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❖ Harry Potter World, Star Wars: Galaxy's Edge.

1- Components of Guest Experiences



B- Channel Placement

- Channels through which guests research, book, or initiate services.

- Dimensions of channels:

- Direct booking
- Walk-in reservations
- Third-party booking

F- Promotion



1- Components of Guest Experiences

F- Promotion



- It refers to how service experiences are communicated and advertised to potential guests.

- Role of Promotion

- Communicates service offerings and brand identity
- Shapes guest expectations before the experience

1- Components of Guest Experiences

F- Promotion



A- Setting and Managing Guest Expectations

- Promotions influence what guests expect regarding service quality and value.

- Expectation outcomes:

- Guest satisfaction
- Guest dissatisfaction

1- Components of Guest Experiences

F- Promotion



A- Setting and Managing Guest Expectations

- Business implication:

- Advertising should accurately reflect the service.
- Marketing campaigns should align guest expectations with the actual experience

1- Components of Guest Experiences

F- Promotion



B- Promotional Touchpoints Along the Customer Journey

- Promotion also includes direct interactions with guests before the service.

- Examples of touchpoints:

- Direct marketing: email, text messages, sales representatives.
- Partnerships and collaborations with other brands.

- Purpose:

- Ensure communication matches the brand's tone and concept.
- Help guests evaluate and anticipate the service appropriately.

G- Price



1- Components of Guest Experiences

G- Price



- Price is the amount guests pay for a service.
- It shapes their experience, expectations, and sense of value.

A- Role of Price in Guest Experience

- Price affects how guests judge value and quality.
- It shapes expectations and satisfaction.
- When guests pay influences their experience.
- What is included or excluded also impacts perception.

1- Components of Guest Experiences

G- Price



B- Pricing Considerations

- Timing of payment:

- Guests may pay in advance, during, or after the service.

- Inclusions and exclusions:

- Some items are free, others cost extra
- These choices affect how fair and valuable the service feels.

1- Components of Guest Experiences

G- Price

C- Strategic Importance of Pricing

- Price should fit the brand's quality and market position.
- Upselling and cross-selling must be timed carefully.
- Fair and clear pricing builds trust and satisfaction.



Thank you

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