

Student Name: Muhammad Irfan

Student ID: DE240124

Introduction to the Hospitality Industry – Assignment 10

1. Explain how guest expectations affect their overall experience.

Guest expectations play an important role in determining their overall experience. Guests expect quality service, clean facilities, friendly staff, comfort, and value for money. When a hotel meets or exceeds these expectations, guests feel satisfied and are more likely to return and recommend the hotel to others. However, if the hotel fails to meet their expectations, guests may feel disappointed, leave negative reviews, and choose another hotel in the future. Therefore, understanding and fulfilling guest expectations is essential for customer satisfaction and business success.

2. Case Study

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) Which components of the guest experience were negatively affected?

The following components were negatively affected:

1. **Customer Service** – The staff was unfriendly and did not provide helpful assistance.
2. **Check-in Experience** – The slow service caused delays and frustration.
3. **Communication** – Staff could not answer basic questions, creating confusion.
4. **First Impression** – The guest's initial impression of the hotel became negative.
5. **Guest Comfort and Satisfaction** – The guest likely felt unwelcome and dissatisfied after a tiring journey.

b) How might this experience influence the guest's perception of the hotel?

This experience may cause the guest to view the hotel negatively. The guest may feel that the hotel is unprofessional, poorly managed, and does not value customer satisfaction. As a result, the guest may leave negative reviews, complain to management, and decide not to stay at the hotel again. This can also damage the hotel's reputation and reduce future bookings.

c) What actions could management take to improve the situation?

Management can take several actions to improve the situation:

1. **Provide staff training** on customer service and communication skills.
2. **Increase staffing levels** during busy periods to reduce waiting times.
3. **Ensure employees have proper knowledge** to answer guest questions accurately.
4. **Monitor staff performance** and provide regular feedback.
5. **Create a welcoming environment** by encouraging friendly and professional behavior.
6. **Address guest complaints promptly** and offer apologies or compensation when appropriate.
7. **Implement service standards** to ensure consistent and high-quality guest experiences.

Conclusion

Guest satisfaction is a key factor in the hospitality industry. Hotels must meet guest expectations through excellent service, efficient operations, and professional staff behavior. A positive guest experience leads to customer loyalty, positive reviews, and long-term success for the hotel.

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