

Assignment 1

1.

There are 5 service levels in hospitality;

Product-Service: this service is a combination of tangible and intangible qualities within the establishments. A combination of great food, drink and a well presented server, but also how the customers felt whilst being in the hotel and feeling comfortable whilst dining and feeling welcomed by the server.

Two way communication: ensuring customers communicate with the front of house staff, allowing them to reach the customers needs. Also front of house staff must communicate where necessary the needs to different departments, e.g. allergies or religious beliefs to kitchen.

Building a relationship: if you can build a relationship/trust between customer and staff, then you are likely to get repeat customers, good reviews and a positive word of mouth, grows your business.

Diversity to culture: being opened minded and aware of different religious and ethical beliefs. Also have vegan and vegetarian food options on the menu. Colleagues may also may have religious beliefs too.

Labour intensive: ensuring there are enough servers working to be able to create the great service customers are looking for, both servers and chefs.

2.

a) Referral Property: being a referral property you are an independent hotel, however you are part of a referral chain. All hotels that are on this chain can refer one another to customers. Being referral property share a common logo, image and centralised reservation system.

b) Company owned property: these can be independent hotel, that are being managed by the owners of the properties.

c) Residential Hotels: is an apartment that caters for guests who are staying a longer period of time, offering maid and food services. Residential hotels can vary in prices.

d) Commercial Hotels: this specific hotel is most likely situated in the downtown areas. They have meeting, function and banquet ares. However, they are smaller than convention hotels.

Activity 1

In my area, we have a variety of hotels, restaurants, b&bs and bars.

There are 3 spa hotels, all situated close to the sea. One spa serves Halal meat - therefore customers with Muslim beliefs. All spas have 20 or more rooms, all on sea front and 5 star. In addition, all of the spa hotels have golf courses. So some guests find it a combination of a leisure and spa hotel.

Wide range of different cuisines e.g.: indian, chinese, traditional scottish food. All restaurants have a vegetarian menu, unfortunately less have vegan menus.

We have many b&bs throughout ayrshire, averaging 4-7 rooms. There are guest houses, situated away from beach. As I am outside the city we have less large convention hotels. Also budget hotels / air hotels near local airport.

In conclusion, we mostly have suburban hotels, due to location. Some of the suburban hotels have private rooms which customers can book the room for small meetings, but they wouldn't brand

