

Hospitality Teaser: How Would Your Guests Answer The Question: Is Hospitality Alive at Your Property?

2008-05-05

Is Hospitality 'Alive' at your property? Can it be heard, seen and felt by your associates and guests or is it the opposite? Is it absent from your guest's experience? How can you know for sure if hospitality is alive at your property? This month's Hospitality Teaser is dedicated to aiding you in creating the culture of professional hospitality within your team.

SERVICE INDUSTRY VS. HOSPITALITY INDUSTRY

Creating a culture of professional hospitality takes more than service training and having proper scripting for employees. Just as anyone with a "green thumb" would agree cultivating a garden takes more than simply planting a seed and watering it occasionally. Rather, it takes nurturing. It takes cultivating. This is also true in cultivating the culture of professional hospitality. It takes an appreciation for what the essence of hospitality really is.

Fundamental to creating a culture of professional hospitality is recognizing and appreciating the difference between "service" industries and the hospitality industry. While most businesses provide services, or even customer service, there exists a significant distinction.

For example, a drive-through restaurant provides the services of taking an order, filling that order and delivering it to the customer.

Airports provide Sky Caps who provide the service of moving luggage from one location to another.

Cleaning companies provide their services to customer's homes and/ or offices.

Cell phone carriers provide telephone service.

Likewise, the various departments of hotels and resorts provide these very same services. What distinguishes the two? The answer lies in their definition. According to www.merriam-webster.com, one definition of "service" is: a facility supplying some public demand telephone service. With that in mind, consider the definition of "hospitable," the root word of "hospitality:" given to generous and cordial reception of guests, promising or suggesting generous and cordial welcome, offering a pleasant or sustaining environment.

By the very definition of its name there is an obligation to those who work in the hospitality industry to not only provide services such as the ones noted above, but to deliver these services with the spirit of hospitality laced throughout every interaction and service provided. Therefore, the question begs a response: do your associates appreciate the difference and the impact they have on your guest satisfaction and loyalty?

THE CHALLENGES MANAGERS FACE

This leads to the next logical question. How does a manager instill professional hospitality in their team members? How do you reach associates who are perhaps college students who see their part time job as a way make a few bucks until they start their real career? Or, you have team members who have been in the same job for 15 or 20 years and simply punch in and punch out for a weekly paycheck. How do you motivate these individuals?

To read the rest of this month's Hospitality Teaser(TM) & get valuable tips on making hospitality ALIVE at your property purchase your subscription today! Annual Subscriptions are available at: www.starkmm.com. Get twelve months of the Hospitality Teaser, monthly team challenge, valuable tips for managers, interactive activities and four Core Hospitality Banners, one for each quarter!

Guest Name Recognition

Responsiveness of Staff

Staff Knowledge

Extreme Greetings!

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This article comes from Hotel News Resource

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The URL for this story is:

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