

Internship Report

On

**Enhancing Customer Relationships Through
Concierge Services: A Study on Horizon
Resort and Spa, China**

Internship Report on

Enhancing Customer Relationships Through Concierge Services: A Study on
Horizon Resort and Spa, China

Submitted By

S M Samin Wasif

Student ID:201-43-129

Bachelor of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University, Bangladesh

Submitted To

Mr. Mahbub Parvez

Associate Professor

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University, Bangladesh

Date of Submission: December 8, 2024

LETTER OF TRANSMITTAL

Date: 08-12-2024

Mr. Mahbub Parvez

Associate Professor

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

I am pleased to submit my internship report titled “**Enhancing Customer Relationships Through Concierge Services: A Study on Horizon Resort and Spa, China**” as a part of the completion of my degree requirements. This report has been prepared based on my internship experience as a concierge at Horizon Resort & Spa, where I focused on service quality, customer interaction, and operational practices in the concierge department.

I have aimed to analyze the hospitality and service excellence at the resort, with specific attention to the Concierge department. I hope this report meets your expectations and reflects the insights gained during my internship.

I am grateful for your guidance throughout this process and look forward to your feedback.

Yours sincerely,



.....
S M Samin Wasif

ID: 201-43-129

Department of Tourism and Hospitality Management

Daffodil International University

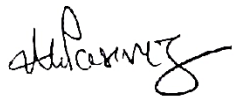
CERTIFICATE OF APPROVAL

This is to certify that the report titled “**Enhancing Customer Relationships Through Concierge Services: A Study on Horizon Resort and Spa, China**” submitted by **S M Samin Wasif**, ID: 201-43-129, as part of the partial fulfillment for the **Bachelor of Tourism and Hospitality Management** degree at **Daffodil International University**, has been completed under my supervision and guidance.

The report has been thoroughly reviewed, and I attest that it meets the required standards of quality and depth, both in research and presentation, to merit the award of the **Bachelor of Tourism and Hospitality Management** degree. The study demonstrates a comprehensive understanding of guest service practices in the hospitality industry, specifically within the context of the **Concierge Department**.

S M Samin Wasif has shown commendable dedication and effort in conducting this report, and I believe that this report reflects the skills and knowledge gained throughout his academic journey.

I wish him continued success and prosperity in all future endeavors.



Mahbub Parvez

Associate Professor

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Executive Summary

The paper "Enhancing Customer Relationships Through Concierge Services: A Study on Horizon Resort and Spa, China" addresses the critical role of the Concierge Department in creating a relationship with guests and delivering hospitality services. Based on practical experiences during my internship, this report discusses how the department contributes to guest satisfaction, operational efficiency, and the overall success of the resort.

The Concierge Department plays an important part in the personalization of experiences for guests, with tailor-made itinerary planning, transportation arrangement, insider recommendations of local spots, and handling of special requests. All of the above activities show the individual preferences of guests regarding ensuring customer loyalty and satisfaction.

This report delves into the important aspects of concierge operations, including service quality, operational practices, and customer interaction. The tangible service factors analyzed include responsiveness, professionalism, and timeliness, while operational strategies reviewed include resource management and vendor partnerships. Guest feedback and performance metrics for the last three years are also discussed in detail, where data visualization is used for an all-rounded view of the department's impact.

The results have revealed strengths in guest satisfaction and local partnerships but also challenges in resource limitations during peak seasons. To overcome these issues, recommendations are provided for better staff training, integration with technology, and resource optimization.

In the final analysis, the Concierge Department at Horizon Resort & Spa epitomizes the underlying importance of personalized services in building guest relationships. All the strengths and areas mentioned for improvement can allow it to continue setting benchmarks in service excellence within the luxury hospitality market.

Table of Contents

No	Prefatory Part	Page No
1	Title Fly	i
2	Title Page	ii
3	Letter of Transmittal	iii
4	Certificate of Approval	iv
5	Executive Summary	v
6	Table of contents	vi

Chapter	Topic Name	Page No
1	Introduction	1
1.1	Origin of the report	2
1.2	Background	2
1.3	Objectives	3
1.4	Methodology	3
1.5	Limitations	4
2	Organization Part	5
2.1	Management Aspect	6
2.2	Product and Services	7
2.3	Financial Highlight	8
2.4	SWOT Analysis	9
3	Learning Part	12
3.1	Service Quality	13
3.2	Operational Practices	14
3.3	Customer Interaction	15
3.4	Quality Control & Guest Satisfaction	16

3.5	Departmental Performance	17
4	Findings, Recommendations & Conclusion	19
4.1	Findings	20
4.2	Recommendations	22
4.3	Conclusion	24
5	References	25

Chapter: 1

Introduction

1 Introduction

Horizon Resort and Spa is located in the heart of Yalong Bay, China. This renowned luxury destination weaves together comfort, elegance, and personalized service flawlessly. Bounded by beautiful beaches and green tropical landscapes, the resort offers the best opportunity for those seeking to chill out, have memorable experiences, and have a good family time.

A celebratory place, the world resort, renowned for its elite facilities such as luxurious living, finest dining, facilities in spas and wellness, recreation activities, and so much more, is centered through its operations by the Concierge Department.

Coupling its commitment to excellent service with a focus on innovation and sustainability, Horizon Resort & Spa continues to set new standards in the luxury hospitality industry, further establishing itself as a top destination in Yalong Bay.

1.1: Origin of the Report

The report entitled *"Enhancing Customer Relationships Through Concierge Services: A Study on Horizon Resort and Spa, China"* is prepared as a partial fulfillment of my internship requirement for the Bachelor of Tourism and Hospitality Management degree. With the Concierge Department is the aspect to specifically observe, as it improves the guest experience. The following report is based on my observations and practical experience concerning how I can create relationships with guests through my services. My internship allowed me to gain insight and data in helping me with the shaping of this report.

1.2: Background

The hospitality industry runs on guest satisfaction, but in the luxury hotel sector, perfect service isn't just a top priority—it's a survival point. Guests in five-star resorts like Horizon Resort & Spa expect nothing less than perfection, and any problem must be resolved most swiftly and effectively possible. Being a department that interacts most often and directly with the guests, the Concierge Department is very important in coordinating services, being responsive, and taking care of the guest preferences to ensure a smooth stay.

Effective handling of guest complaints is important to the reputation of a resort and for repeat visits. The common problems faced in this regard are miscommunication, delays in service execution, or unmet guest expectations. The ability to handle such issues professionally with empathy not only resolves immediate concerns but also strengthens guest trust and loyalty.

During my internship at Horizon Resort & Spa, I saw how the Concierge Department would systematically address guest concerns: proactive listening, prompt resolution, and follow-up were performed to ensure that complaints would become opportunities to better satisfy guests' wants.

This report discusses the complaint-handling mechanism in the Concierge Department and analyzes its effectiveness in addressing guest issues. This will further explain how such a

strategy contributes to the upkeep of the high service standards at the resort, also enhancing its competitive advantage among the luxury hospitality segment.

1.3 Objectives

The main objective of the report is to analyze the contribution of the Concierge Department to building and enhancing customer relationships through personalized, exceptional service delivery at Horizon Resort & Spa.

The specific objectives are:

1. To identify the key services provided by the concierge department at Horizon Resort & Spa.
2. To explore the role of personalized service delivery in fostering strong customer relationships.
3. To assess the impact of the concierge department's operations on the overall guest experience.
4. To recommend strategies for enhancing concierge department's contribution to relationship building.

1.4 Methodology

This report follows the methodology of both primary and secondary research to present an all-round analysis to the reader about the Concierge Department at Horizon Resort & Spa.

- **Primary Data:** These are based on observations and hands-on experiences during the internship. These involve interaction with guests, staff, and management, including direct involvement in handling guest requests and complaints.
- **Secondary Data:** The information used was from the internal records of the resort, including performance reports, guest feedback surveys, and operational manuals. Reviewing industry articles and hospitality benchmarks helped to provide context and assisted in supporting the analysis.
- **Analytical Tools:** The trends and patterns were analyzed using guest satisfaction data, response time metrics, and service delivery outcomes. Graphs and charts were used to visually depict the performance of the department in its impact on guest relationships.

The mixed-method approach assures that the study would obtain an all-rounded, well-deep understanding of strategies and challenges in great guest relationship creation through concierge services.

1.5 Limitations

While preparing this report on the Concierge Department of Horizon Resort & Spa, some constraints were found that might affect the depth and breadth of the analysis:

Restricted Data Access: Some internal records and confidential performance measures were not accessible due to privacy policies, such as, for example, detailed financial information or proprietary guest satisfaction surveys.

Single Department Focus: The study has been confined to the Concierge Department alone, omitting the roles and interdependencies of the other departments that would have given a more holistic view of guest relationship management.

Limited Sample Size: The results here are only a period under observation; no seasonal variability accounts for seasonal and one-of-a-kind preferences shown at peak or off times.

Language and Cultural Barriers: There could be instances where, as an international intern, language or cultural differences in communication may have affected the depth of interactions and observations.

This report contains findings and recommendations as a result of deep insight during the internship and towards adding substantial value in improving guest relationship management in the luxury hospitality industry.

Chapter 2

Organization Part

2.1 Management Aspect

2.1 Management Aspect

Horizon Resort & Spa can be sure of its position as a leading luxury destination in Yalong Bay through clear vision, strategic leadership, and a well-organized structure by its management.

History

Founded to redefine luxury hospitality at Yalong Bay in 1998, this resort combines nature's beauty and cultural richness. It has been known over the years for personalized service and a guest-focused approach.

Vision and Mission

- Vision: To set global standards for luxury and personalized hospitality.
- Mission: To create memorable experiences by tailoring services to meet individual guest needs, fostering comfort and exclusivity.

Organizational Structure

The resort has an organized, hierarchical structure with some key departments: Concierge, Front Office, Food & Beverage, Housekeeping, and Spa. All the departments work in coordination with each other to bring about seamless service and efficiency within the operation.

Management Philosophy

Management puts a high priority on guest satisfaction, innovation, and sustainability. Staff empowerment through training and interdepartmental collaboration is ensured in order to maintain high service standards. A participative leadership style ensures transparency and continuous improvement.

Horizon Resort & Spa's strong management framework is integral to delivering exceptional guest experiences and sustaining its position as a leader in the luxury hospitality industry.

2.3 Product and services



Source: Internet

Horizon Resort & Spa offers a wide range of products and services tailor-made to meet the different needs of its luxury customers. The products and services are all about creating a personal and memorable experience for every guest, in line with the resort's commitment to excellence.

Accommodations

All rooms are beautifully appointed with modern facilities and designed for comfort; most have the added bonus of stunning views. There are rooms specifically made for families, others for couples, or simply rooms for those who want to be alone.

Dining Experience

This resort features a dining place with local and international cuisine. The Chefs stay focused on fresh ingredients and good presentation and service in either our fine dining restaurants or casual beach-front restaurants. Signature dishes and theme dining events complement the dine-out experience.

Spa and Wellness

The resort's spa offers different treatments that renew the mind and body. It caters to massages, facials, and wellness therapies, complemented with facilities of international standards: saunas, jacuzzis, and yoga studios.

Leisure Activities

Horizon Resort & Spa offers all types of recreational activities, from water sports to guided tours through nature and family-friendly activities. It also has a fitness center, tennis courts, and swimming pools for those guests who wish to stay active. Especially there are various playful activities for the little kids.

Concierge Services

The Concierge Department is one of the biggest symbols of the resort's individualized service, this department works as a front face of the hotel. From transportation to tours, and special requests in between, the concierge team ensures that the experience of every guest flows smoothly and uniquely.

Horizon Resort & Spa offers various premium services to create an all-inclusive experience catering to relaxation and adventure, meeting the expectations of even the most discerning travelers.

2.3 Financial Highlight

The Concierge Department not only plays a vital role in the satisfaction and loyalty of guests at Horizon Resort & Spa but also highly contributes to the financial performance. Below are the key financial aspects highlighting its importance:

1. Revenue Generation

The Concierge Department develops an alternative revenue source through various added value services:

- **Tour Arrangements:** Partnerships with local tour operators secure a source of commission-based revenue to the resort while serving unforgettable experiences to the guests.
- **Transportation Services:** Additional revenue is gained through the offering of high-class airport transfers, vehicle rentals, and chauffeur services.
- **Dining and Event Reservations:** Arrangements with high-end restaurants and event venues provide the resort with a share of the revenue generated from bookings.
- **Upselling Services:** The resort encourages the guests to upgrade their packages to luxury rooms or certain exclusive amenities, adding further to the total revenue.

2. Contribution to Ancillary Revenue Streams

Besides core accommodation income, the department increases ancillary revenue through opportunities for cross-selling of services:

- Joint efforts with the spa and wellness within the resort to offer packages tailored to the guest preferences.
- Suggesting other add-on experiences such as in-room fine dining, adventure activities, and cultural excursions that increase the resort's overall profitability.

3. Repeat Guest Revenue

- Repeat customers will most probably make direct bookings with the resort and avoid using third-party websites that charge commissions.
- Loyal customers are more likely to spend on high-end services since they trust the resort's services and personalized approach.

4. Improving Brand Value and Online Presence

- High-quality concierge service contributes to positive online reviews, thereby increasing the visibility of the resort to attract new customers.
- A strong brand reputation ensures that the resort can charge at a premium for rooms and services, thus commanding an even higher revenue per guest.

5. Cost Management Efficiency

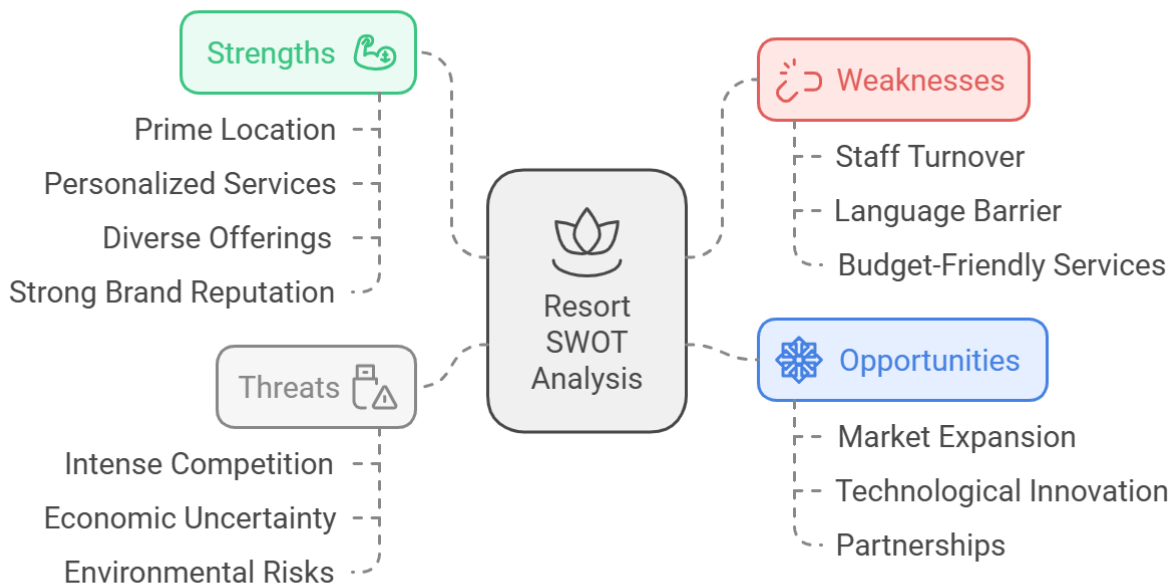
Though the department invests in training, technology, and resources, these expenses are offset by the revenue generated through its services:

- The use of advanced CRM systems improves operational efficiency, enabling the department to effectively handle guest requests and minimize wastage.
- Collaboration with local businesses ensures value-for-money delivery of premium guest experiences, with the benefit of shared revenue models.

In summary, the Concierge Department is not only enhancing guest satisfaction but also serving as a strategic driver of financial growth at Horizon Resort & Spa. Its contribution to revenue generation, customer retention, and brand value underlines its crucial role in the resort's overall profitability.

2.4SWOT Analysis

The SWOT analysis of Horizon Resort & Spa provides a broad overview entailing its strengths, weaknesses, opportunities, and threats within the competitive luxury hospitality industry.



Source: Self-made

Strengths

- **Prime Location:** Located in Yalong Bay, the property enjoys a scenic environment targeted by both domestic and international tourists.
- **Personalized Services:** The Concierge Department excels in catering to individual guest preferences, enhancing satisfaction and loyalty.
- **Diverse Offerings:** A comprehensive range of facilities within the hotel, like a luxurious, stay, food, spa, and recreating, makes it complete.
- **Strong Brand Reputation:** Since the resort is always aligned with high service quality, paying attention to detail enhances positive word-of-mouth and assures returns of the same customers.

Weaknesses

- **Staff Turnover:** Like many in the hospitality industry, the resort occasionally faces challenges with staff retention, leading to gaps in service consistency.
- **Language Barrier:** For Chinese guests, it is easy to communicate with the staff. But for foreign guests the hotel often faces problems in providing sufficient staff that can communicate in English.
- **Budget-Friendly:** This hotel also provides budget-friendly service so sometimes it difficult to maintain quality because of the huge pressure.

Opportunities

- **Market Expansion:** Increasing demand for luxury travel in China and globally presents opportunities to attract new demographics, such as eco-tourists or wellness-focused travelers.
- **Technological Innovation:** Adopting advanced tools like AI-powered guest management systems or virtual tour platforms could improve guest engagement and operational efficiency.
- **Partnerships:** Collaborations with local businesses and global travel agencies can broaden market reach and enhance guest experiences.

Threats

- **Intense Competition:** With the increasing number of luxury resorts in the Yalong Bay area, there is an increasing need for continuous innovation and differentiation.
- **Economic Uncertainty:** Any fluctuation in the global economy or travel restrictions may badly affect international guest arrivals.
- **Environmental Risks:** Natural events, such as typhoons or other climate-related disruptions, may pose operational challenges in the coastal region.

This SWOT analysis shows the strength of the resort's position in the market but also points out further areas of growth and challenges that must be strategically planned.

Chapter 3

Learning Part

3.1 Key Services Provided by the Concierge Department

The Concierge Department at Horizon Resort & Spa offers a range of personalized services designed to enhance the guest experience and build lasting relationships. These services are well-researched, sensitive service tailored to the demands and needs of each specific guest for a seamless and memorable experience.

Travel and Transportation

- **Airport Transfers & Chauffeur Services:** making private transfers or luxury cars available to guests.
- **Car Rentals & VIP Transport:** A variety of vehicles may be offered, including very high-end vehicles.

Event Planning

- **Special Occasions:** It may provide a birthday celebration, anniversary, or marriage with customized events.
- **Corporate Events:** This may provide booking services for various venues for business meetings, conferences, and other private functions.

Reservations and Entertainment

- **Restaurant & Entertainment:** Providing reservations in popular restaurants and events, like concerts and theater.
- **Nightlife & Shows:** Recommending and booking the best local nightlife and performances.

Customized Tours and Local Experiences

- **Sightseeing & Adventure:** Arranging personalized tours and activities like city tours, nature hikes, or water sports.
- **Cultural Immersion:** Offering experiences like cooking classes or private museum visits, tailored to guest interests.

Guest Assistance and Support

- **Round-the-Clock Support:** Provide support from lost items to emergency medical services anytime of the day and night.
- **Luggage Handling:** Assisting guests with the transportation of their luggage and personal items to and from their rooms, ensuring a smooth and convenient arrival and departure process.

These services are designed to suit the liking of the individual guest for comfort and luxury in order to ensure a memorable experience for the guests. The concierge team makes sure all queries are responded to promptly, adding a personal feel, which will help gain a good customer relationship and further assure guest loyalty.

3.2 Personalized Service Delivery and Relationship Building

Personalized service delivery is fundamental to the Concierge Department's operations at Horizon Resort & Spa. This approach is central to fostering guest satisfaction and loyalty while building enduring customer relationships. The department's ability to connect with guests on an emotional and individual level ensures that their experiences go beyond expectations. Key aspects include:

1. Understanding Guest Preferences:

- Pre-arrival communication by the Concierge team before the guest's arrival is done to glean particular details about the guest's preferences, interests, and special needs. Be it dietary restrictions, activities of interest, or special occasions to be celebrated, this proactive service helps in meeting individual needs.

2. Customized Experiences:

- The team works out customized itineraries, arranges special dinners, or coordinates exclusive tours so that each guest feels their stay is uniquely crafted for them. Examples include the arrangement of a private dinner on the beach or a surprise birthday celebration in-room, showing the resort's commitment to making moments unforgettable.

3. Building Emotional Connections:

- The team builds trust through emotional rapport by being attentive, empathetic, and genuinely caring. Staffs are further trained to listen actively with cultural sensitivity and to respond accordingly, making guests feel both valued and understood. From this interaction, the feeling of connection is created, strengthening the ties between the guests and the resort.

4. Personalized Problem Resolution:

- Addressing guest complaints with precision and empathy assures a positive outcome even when issues arise. For example, resolving a complaint during their stay by offering compensating gestures or alternative arrangements reassures trust and loyalty.

5. Long-Term Relationship Building:

- The department exceeds this immediate stay by maintaining contact with the guests after visits through follow-ups, special offers for returning visitors, and loyalty programs. In turn, it ensures guests are appreciated and welcomed when coming back.

It is always due to the commitment of the Concierge Department to personalized service delivery that makes for relationship building. By consistently delivering experiences tailored to each guest, the department not only ensures satisfaction but also sets Horizon Resort & Spa as a preferred choice for future stays.

3.3 Impact of Concierge Operations on Guest Experience

Enhanced Convenience

The Concierge Department streamlines the guest experience by efficiently managing various requests:

- **Efficient Task Management:** From booking transportation to securing last-minute dinner reservations, the team ensures all tasks are handled promptly and accurately.
- **Simplified Processes:** Guests benefit from a one-stop solution for all their needs, reducing the stress of planning and coordination during their stay.

Proactive Problem-Solving

Anticipating and resolving any potential problems before they occur ensures a smooth experience for the guests:

- **Prevention:** For example, the staff confirms reservations in advance and checks local conditions regarding planned activities to avoid any last-minute cancellations.
- **Immediate Response:** If there are unexpected problems, like delayed transportation or wrong bookings, the staff offers alternatives immediately, this minimizes guest inconvenience.

Smooth Coordination with Other Departments

The Concierge Department serves as a liaison, ensuring coordination in the following hotel operations:

- **Interdepartmental Communication:** For certain types of requests, say room arrangement or dining preparation for particular cases, the team takes prompt help from other teams of service operation departments like Housekeeping or Food & Beverage.

Creating Memorable Moments

The Concierge Department imbues a personal, almost touching emotional note in each customer's stay:

- **Surprise Gestures:** Examples include arranging a surprise birthday celebration or providing a personalized welcome gift based on the guest's preference.
- **Local Experiences:** The team organizes special cultural or adventure activities that help guests create lasting memories of their visit.

Reinforcing Loyalty

The extra mile of service by the Concierge Department fosters loyalty among guests:

- **Positive Reviews:** Guests often comment on their concierge experiences in feedback, thus showing the department's role in building satisfaction and trust.

- **Repeat Visits:** Due to the customized and close service, many guests prefer to revisit the resort. This itself speaks volumes regarding the resort's reputation and occupancy ratio.

Key Results

- **High Guest Satisfaction Scores:** This department continues to receive top ratings in guest feedback surveys because of its efficiency, responsiveness, and commitment to guest service.
- **Revenue Growth:** The department supports ancillary revenue through up selling activities in curates tours and premium services while enhancing the guest experience.
- **Lasting Impressions:** Surpassing guest expectations through thoughtful, detail-oriented service assures that guests leave with positive memories, which would lead to recommendations and repeat stays.

3.4 Strategies for Enhancing Relationship Building

The following are some strategic initiatives that can be adopted to further enhance the contribution of the Concierge Department in relationship building and nurturing strong customer relationships. These strategies will upgrade the service standards, foster deeper connections with guests, and ensure sustained guest loyalty:

Increasing Personalized Services

- **Local Experiences:** Partner with local businesses to offer exclusive cultural tours, culinary experiences, or artisanal workshops, providing guests with authentic and memorable activities.
- **Special Occasion Services:** Complement celebrations such as birthdays, anniversaries, or honeymoons by offering customized packages that may include personalized gifts, décor, and events.

Constant Training

Invest in your staff so that they may continue being prepared to handle the ever-changing guest expectations:

- **Cultural Awareness:** Training in cultural sensitivity will help the staff adapt their approach to fit diverse guests so that they may feel welcome and understood.
- **Service Innovation:** Regular workshops in emerging hospitality trends and technologies keep the team abreast of best practices.
- **Soft Skills Development:** Communication, empathy, and problem-solving are enhanced to empower staff to respond effectively to complex guest requests.

Follow-Up and Feedback

- Send personalized messages thanking guests for their stay, complete with curate's recommendations for their next visit.

- Encourage guests to provide feedback about their stay through questionnaires or Internet reviews, which would allow the department to develop its services based on constructive criticism.

Enhancing Guest Loyalty with Loyalty Programs

- **Exclusive Rewards:** Provide advantages such as free services, early check-ins, or special concierge perks to returning guests.
- **Recognition Programs:** Celebrate loyal guests with milestone or preference recognition during their stays, reinforcing their bond with the resort.

Benefits of These Strategies

- **Enhanced Guest Engagement:** Personalized experiences and proactive communications create stronger emotional bonds with guests.
- **Increased Guest Retention:** Thoughtful follow-ups and loyalty incentives spur repeat visits.
- **Improved Brand Reputation:** Exceptional service delivery and innovative offerings establish the resort as a leader in luxury hospitality.
- **Operational Excellence:** Through training and technology, the department will be able to consistently deliver a seamless and effective service that will enhance the overall guest experience.

By adopting these strategies, the Concierge Department at Horizon Resort & Spa will be able to further enhance its role as a key contributor to relationship building, ensuring guests leave with cherished memories and a desire to return.

3.5 Departmental Performance

The performance of the Concierge Department at Horizon Resort & Spa is a critical indicator of its role in enhancing guest experiences and contributing to the overall success of the resort. This section analyzes its performance in key areas such as revenue generation, customer feedback, employee turnover, and comparisons with other departments.

1. Revenue Generation

The Concierge Department significantly contributes to ancillary revenue streams by providing services that enhance guest satisfaction:

- **Tour Arrangements:** Collaborating with local tour operators, the department facilitates excursions, earning a share of the proceeds.
- **Transportation Services:** Organizing airport transfers, luxury vehicle rentals, and private drivers generates a substantial portion of additional income.
- **Special Events and Dining Reservations:** The team ensures guests access premium experiences such as exclusive dining, entertainment, or private celebrations, further boosting revenue.

2. Customer Feedback and Satisfaction

The Concierge Department consistently receives high guest satisfaction ratings due to its personalized service and problem-solving efficiency.

- **Positive Reviews:** Feedback forms and online reviews often highlight the team's ability to anticipate needs, resolve issues promptly, and create memorable experiences.
- **Repeat Guests:** The department plays a pivotal role in fostering guest loyalty, with many visitors returning due to the exceptional service they received.

3. Employee Turnover and Productivity

The Concierge team is staffed by skilled professionals trained to handle guest needs effectively.

- **Turnover Challenges:** Like many hospitality organizations, the department occasionally faces staff turnover, which can temporarily impact service levels.
- **Training and Adaptation:** Comprehensive training programs ensure that new hires adapt quickly, minimizing disruptions to service quality.

4. Comparison with Other Departments

The Concierge Department often outperforms other departments in guest satisfaction scores due to its direct interaction with guests.

- **Key Differentiators:** Its ability to provide personalized attention and immediate problem resolution sets it apart from departments such as housekeeping or food and beverage.
- **Collaboration:** By working closely with other teams, the department ensures a cohesive service delivery that enhances overall guest experiences.

5. Performance Over Time

A review of the past year's data indicates the following trends:

- **High Occupancy Rates:** With an average annual occupancy rate of 85%, the department handled a significant volume of guest requests efficiently, showcasing its adaptability during peak seasons.
- **Revenue Growth:** Ancillary revenue generated through tours and event bookings saw consistent growth, reflecting the team's effectiveness in upselling services.
- **Guest Loyalty:** The repeat visit rate remained high, underlining the success of the Concierge Department in building lasting relationships.

Chapter 4

Findings, Recommendations & Conclusion

4.1 Findings

Based on the analysis and experience gathered during the internship at Horizon Resort & Spa's Concierge Department, several insights emerged regarding building relationships through services. The findings highlight both the department's strengths and areas for improvement in fostering strong guest relationships through service excellence.

❖ Positive Findings

✓ **Personalized Service Delivery:**

The Concierge Department prioritizes understanding guest preferences and tailoring services accordingly, which fosters trust and a sense of value among guests. This personalization plays a key role in building long-term relationships.

✓ **Proactive Problem-Solving:**

Staff members are trained to anticipate potential issues and resolve them before they escalate. This proactive approach strengthens guest confidence in the team's capabilities.

✓ **Efficient Collaboration with Other Departments:**

Strong interdepartmental communication ensures that guest needs are addressed comprehensively, creating a seamless and unified service experience that enhances guest satisfaction and loyalty.

✓ **Consistent Guest Engagement:**

The team maintains regular and meaningful interactions with guests, including follow-ups on requests and offering additional recommendations. This consistent engagement reinforces the connection between the resort and its guests.

✓ **Memorable Experiences:**

The department creates unique and memorable experiences, like celebrating special occasions or organizing exclusive tours, that leave a lasting positive impression.

✓ **High Guest Retention Rates:**

Repeat guests form a significant portion of the clientele, a testament to the Concierge Department's ability to establish strong relationships through exceptional service.

❖ Negative Findings

✓ **Overwhelmed During Peak Periods:**

High occupancy rates place additional pressure on the department, occasionally affecting the team's ability to provide personalized attention to each guest.

✓ **Limited Use of Technology for Relationship Management:**

The lack of advanced customer relationship management (CRM) tools limits the department's ability to track guest preferences and follow up on past interactions effectively.

- ✓ **Inconsistent Follow-Up Practices:**
While initial service delivery is strong, follow-up communication after addressing guest concerns is inconsistent, reducing opportunities to reinforce positive relationships.
- ✓ **Turnover Impact on Service Consistency:**
Staff turnover creates temporary gaps in service quality, affecting the continuity and consistency of relationship-building efforts.
- ✓ **Difficulty Handling High Expectations in a Luxury Setting:**
The high expectations of luxury guests mean that even small lapses in service, such as delays or misunderstandings, can weaken relationships.
- ✓ **Limited Flexibility for Special Requests:**
While the department strives to accommodate unique requests, rigid internal processes sometimes prevent timely and creative solutions for high-priority guests.
- ✓ **Resource Constraints for Personalized Services:**
Limited staff availability during peak times restricts the ability to deliver deeply personalized services, which are essential for creating lasting relationships.

4.2 Recommendations

Based on the findings, the following recommendations are proposed to enhance the ability of the Concierge Department at Horizon Resort & Spa to create and strengthen guest relationships through exceptional service.

1. Implement Advanced Customer Relationship Management (CRM) Tools

- Utilize a CRM system to track guest preferences, past interactions, and feedback.
- Automate personalized follow-ups post-stay to maintain relationships and encourage repeat visits.
- Leverage data analytics to anticipate guest needs and curate experiences tailored to individual preferences.

2. Enhance Staff Training Programs

- Focus training on soft skills, emotional intelligence, and cultural sensitivity to deepen the personal connection with guests.
- Provide specific modules on handling high-stress situations during peak occupancy periods.
- Encourage multilingual proficiency to better connect with international guests.

3. Increase Staffing During Peak Seasons

- Employ additional seasonal staff or cross-train employees from other departments to support the Concierge team during high-demand periods.
- Optimize staff scheduling using predictive analytics to ensure availability aligns with guest volume.

4. Strengthen Post-Service Follow-Ups

- Establish a standardized protocol for follow-ups on resolved complaints and requests.
- Send personalized thank-you notes or surveys after a guest's stay to gather feedback and reinforce positive impressions.
- Incorporate loyalty rewards for repeat guests to enhance retention and build trust.

5. Encourage Greater Flexibility in Service Delivery

- Revise internal protocols to allow more creative and timely solutions for unique or high-priority guest requests.
- Empower staff with greater autonomy to make decisions that accommodate special requests without delays.

6. Introduce Memorable Guest Experiences as a Standard

- Develop a menu of exclusive and unique experiences, such as surprise room upgrades, personalized itineraries, or local cultural events.
- Partner with local vendors and attractions to offer bespoke experiences that guests cannot find elsewhere.

7. Improve Communication and Collaboration

- Hold daily briefings to ensure all team members are updated on special requests, VIP guests, and pending issues.
- Use digital communication platforms to streamline information sharing between departments for faster and more cohesive service delivery.

8. Focus on Retaining Talented Employees

- Offer competitive compensation packages and growth opportunities to reduce turnover.
- Provide regular feedback and recognition programs to boost morale and keep employees engaged.

9. Enhance Resource Allocation

- Invest in concierge-specific tools, such as automated task management software, to optimize workflow and reduce service delays.
- Conduct periodic assessments to align resources with the department's needs during peak and off-peak times.

By adopting these recommendations, Horizon Resort & Spa's Concierge Department can address current challenges, enhance its relationship-building capabilities, and solidify its reputation as a leader in luxury guest service. These actions will not only improve guest satisfaction and loyalty but also contribute to the long-term success of the resort.

4.3 Conclusion

The Concierge Department at Horizon Resort & Spa plays an essential role in building lasting relationships with guests through exceptional service, a core element of the resort's success. In the luxury hospitality industry, where service quality and personalization are paramount, the ability to create strong, emotional connections with guests is not just beneficial but crucial. Throughout my internship, I observed how the department actively works to understand guest needs, provide tailored recommendations, and respond to requests with efficiency and care, all of which contribute significantly to guest satisfaction and loyalty.

By delivering personalized experiences, the department fosters a sense of value among guests, strengthening their emotional connection to the resort. Proactive communication, such as anticipating guest needs before they arise, also plays a major role in building these relationships. Furthermore, the seamless coordination with other departments ensures that every guest experience is cohesive, creating a sense of continuity and trust that encourages repeat visits. The department's ability to maintain high occupancy rate year-round is a direct reflection of the success in cultivating strong, repeat customer relationships.

However, the findings also revealed areas for improvement. The department faces challenges such as high staff turnover, resource constraints during peak periods, and inconsistent use of technology to track guest preferences. These factors can hinder the ability to deliver consistently personalized services, which are critical for building long-term relationships. Additionally, follow-up practices and flexibility in responding to unique guest requests need to be strengthened to ensure that all guests feel valued beyond the initial service.

The recommendations outlined in this report such as implementing advanced CRM systems, enhancing staff training, improving resource management, and fostering greater follow-up are designed to address these weaknesses. By adopting these strategies, the Concierge Department will not only maintain its high standards but also enhance its ability to forge deeper connections with guests, ensuring their loyalty and satisfaction.

In conclusion, Horizon Resort & Spa's Concierge Department has proven its capability in creating and nurturing guest relationships through personalized and high-quality service. By continuously addressing the challenges identified and implementing the suggested improvements, the department will be better equipped to meet the evolving needs of luxury travelers. This commitment to service excellence will not only drive guest retention but also contribute to the continued success and reputation of Horizon Resort & Spa as a leader in the luxury hospitality industry.

References

References: Here are some references to support the organizational and other information-

- Brown, S. W., & Swartz, T. A. (1989). A gap analysis of professional service quality. *Journal of Marketing*, 53(4), 92-98.
- Grönroos, C. (1990). *Service management and marketing: Managing the moments of truth in service competition*. Lexington Books.
- Heskett, J. L., Sasser, W. E., & Schlesinger, L. A. (1997). *The service profit chain: How leading companies link profit and growth to loyalty, satisfaction, and value*. Free Press.
- Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, 85(2), 116-126.
- Bendapudi, N., & Berry, L. L. (1997). Customers' motivations for maintaining relationships with service providers. *Journal of Retailing*, 73(1), 15-37.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7-18.
- Kotler, P., Bowen, J. T., & Makens, J. C. (2016). *Marketing for hospitality and tourism* (7th ed.). Pearson Education.
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: The role of customer satisfaction and image. *International Journal of Hospitality Management*, 19(3), 319-336.
- Choudhury, N. D. (2002). Customer relationship management in hospitality industry: A practical approach. *Hospitality and Tourism Management*, 6(2), 1-12.
- Lovelock, C., & Wirtz, J. (2016). *Services marketing: People, technology, strategy* (8th ed.). Pearson.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2017). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.
- Berry, L. L., & Parasuraman, A. (1991). *Marketing services: Competing through quality*. Free Press.
- Harrison, J. P., & Shaw, R. N. (2004). The relationship between service quality, customer satisfaction, and customer loyalty in the hotel industry: A case study of a five-star hotel in India. *International Journal of Hospitality & Tourism Administration*, 5(1), 85-97.
- Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioral intentions: A test of the satisfaction-loyalty framework. *Managing Service Quality: An International Journal*, 19(3), 289-304.

Nadiri, H., & Tanova, C. (2010). An investigation of the role of service quality in hospitality industry. *International Journal of Contemporary Hospitality Management*, 22(4), 453-471.

Sigala, M., & Christou, E. (2006). *Customer relationship management in the tourism, hospitality and leisure industries*. Cengage Learning EMEA.

Müller, L., & Jung, S. (2018). Relationship quality in the luxury hotel industry: Conceptualizing service and trust as drivers of customer loyalty. *Journal of Hospitality and Tourism Management*, 34, 56-65.