

CHEQUE IN WITH EVERY CHECK-IN

**How Hoteliers can use simple & proven strategies to enhance
customers' experience & multiply their profits**

Prashant Kumar

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Introduction

The simplest definition of the hospitality industry

Fundamentally, one hires out rooms or spaces to another for a certain period or duration and gets paid for the transaction. We must understand that the said system involves many factors affecting the process. To name a few, they are workforce, operational costs, investments, etc.

Well! A vital thought triggers off, what profits does one make in hiring out (their property) these rooms or spaces?

Ultimately rooms or spaces are simple accommodations to fulfill the needs. So why should one pay as demanded? Is there any aberrant factor that could enhance the guests' experience and dictate the amount pressed?

I tried gathering information and facts on how the hospitality industry began or came to originate and evolve. Unfortunately, there is not enough evidence that proves its genesis. Of course, it was not considered an industry then. We can assume that it could have happened when travelers, passers-by, transients, pilgrims, or wayfarers traveled from one place to another or visited destinations, perhaps for trade, exploration, or personal reasons. Whatever the intention, they might have wanted shelter to stay back and rest. So maybe some of the residents there might have offered them refuge under the same roof where they stayed.

In much earlier days, people stayed in religious places. Or we read of humanitarian kings and leaders who entrusted reliable officers to construct rest houses and ensure people's safety, as there was a fear of wild animals, harsh weather conditions, or maybe some other hazards.

Gradually, times changed, and the number of travelers increased, which might have led to many places being converted into guest houses and managed by religious authorities or people. As an act of gratitude and kindness, those who took shelter donated in kind and cash. Thus, using the proceeds for maintenance, etc.

Change is inevitable. Things absolutely cannot stay the same. The type of change we invoke is up to each one of us. -Yehuda Berg

Society witnessed progressive changes. Those who had a thirst for travel, besides engaging facilities for shelter, requested eateries and more comfort. However, those accessories posed a challenge to patrons and hoteliers, who still depended on donations.

It was not a win-win situation to fulfill demands voluntarily.

At this point, I believe the hotel business concept was born and bloomed. Now the time had approached to make it mandatory for the guests to pay and avail of the services. That made it possible to cover the operational costs. So, this phase could have been the beginning of getting monetization into the picture.

Now the guests / customers felt free to avail of whatever they wanted to make their stay even more comfortable without hesitation. Hence service providers were made available to fulfill their needs and requests. With improvisations in business, it took a new turn. Not only were the operational costs taken care of, but one witnessed a profit margin.

Some documents indicate that the beginning of this industry was in 1600. Regardless, I'm not sure how genuine this data is. All I can say is that it was the battle evolution of the said industry comparable to the hospitality industry of the present times. As a result, today, one can demand high amounts from customers to achieve the desired level of Returns on Investments.

As we see today, solely selling rooms is not enough to gain the demanded amount from your customers. One may believe it is easy to do hotel business if you have a prime location where competitors too may have their properties in the surrounding locale with similar facilities.

But frankly, what is the intention of booking a hotel room at a specific desired location?
Well! In this case, you must figure out and explore a phenomenal factor by name -

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the EXPERIENCE of going through an experience during a sojourn.

For that matter, everything can be plagiarized, except for the experience your customers will have or remember for a lifetime making it an unforgettable moment, purely based on the feeling or a state of well-being, contentment, and of course, the knowledge gained by actually doing or living through something.

Fundamentally, the key is to enjoy an experience of a well-earned holiday and not solely a hotel room. So, primarily an experience is something personally encountered, undergone, or lived through, thus making it a memory. (Be it either the best or the worst one ever or probably something that did not make any difference at all)

The foundation of the hospitality industry is strongly built wholly on people. We can say it is of the people, by the people, and for the people. By and large, it is all about people/humans.

To understand the factors stimulating or triggering an experience, we need to understand people and human psychology. Whether one sells a widget or a hotel room, every transaction boils down to one thing - people.

People, not brands, make experiences exceptional.

That is why indefectible businesses invest in employee training programs and empower all employees to serve customers. **Well said by the founder of Marriott Corporation, J. Willard Marriott - "You have got to make your employees happy. If the employees are happy, they will make the customers happy."**

As business and technology continue and advance, let us remember that satisfying human needs and desires are fundamental. It is not just the customer experience. It is the human experience that the hotel industry explores.

Substantially two vital factors influence the experiences of guests.

One is the context setting towards the amenities promised. The other is having a well-knit

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team endowed with unmatched adaptability, enthusiasm, selflessness, commitment, communication, and vision. These qualities are woven together when an employee is highly qualified and skilled, ultimately building them into strong team leaders.

Unfortunately, these basic ingredients that form the bedrock of a quality hotel are ignored by hoteliers.

This handbook can guide hoteliers, architects, designers, and the other stakeholders of this fraternity. You can count on it to be a good platform for anyone, beginners or those already in the said business.

It is not always essential that luxurious high-end amenities help one create lasting experiences and get highly paid.

There are varied approaches to creating experiences, but you must consider diverse visible and invisible factors. Attention to every space or hidden corner can be vital in enhancing and motivating guests. However, the minutest element can tarnish the entire scenario. Over and above, the physical factors, like ambiance, interiors, and equipment, play a significant role in highlighting the hotel's quality. But, undoubtedly, it is the team of people who serve with integrity, solidarity, commitment, and zeal.

The department of Human Relations is responsible for a human and humane approach to handling clients. In this industry, you certainly need well-trained, competent, polished personnel who have mastered the art of building a human connection.

Well! Now let us explore why it is essential to focus on building connections.

Once a strong connection is built with the hotel guests, and they carry home memories and enriched experiences of having enjoyed the amenities of a class, they will prove to be loyal clients and might go a step further by being brand ambassadors in the commercial world as "honorary clientele,"

This book throws light on diverse factors conditioning the hospitality industry. I have revealed step-by-step methods of how hoteliers can boost their profits by offering an enjoyable holiday for the guests to return with unforgettable memories.

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As a whole, primarily to manage and train their teams/staff to carefully anticipate the guest's needs and deliver personalized service at every interaction. Ensure every staff member is courteous, attentive, intuitive, and genuinely pleased to delight the hotel makers with even the most mundane request. This focus on guests' allows successful hotels to be a source of tourist attraction and build lasting relationships with former guests who will think twice about staying at another hotel.

As you read the book, you will notice that I have shared several significant proven strategies and tools to help expand one's hospitality business.

Nevertheless, this particular business deals with the most perishable products/goods. Once there is a time-lapse, you cannot do anything about it. So every second or every moment is extremely precious. Therefore, one needs to strategize your business - set a system, build a high-performing team and align everything to provide value to encash every moment with higher returns. Once you succeed in it, your guests will not only be willing to open their wallets but also their hearts for you.

With all said and done, your ROI increases, and your team will emerge with a strong vision and commitment, loyalty, and integrity to convert them into loyal ones.

Before you go ahead and read this book in its entirety, I recommend that reading it to acquire knowledge alone is not enough. However, one should simultaneously implement the spoken strategies in your business.

In case you face any challenges in the implementation or speculate that these strategies, for some reason, will not work for you, you do not have to be disheartened.

Feel free to find me on social media or through my website, www.prashantk.in, and I will always be happy to support and assist you.

Remember that your knowledge alone does not define your success, but your actions certainly do!

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AUTHORS' biography



Prashant Kumar

Editor-in-Chief of Champions of Hospitality Prashant Kumar is a leading authority in the hospitality industry in India.

Over the past two decades, Prashant has been successfully overseeing his extensive business channels in India and overseas with interests in exports and imports. His major accomplishment has been creating his signature B2B and B2C-focused hospitality supplies brand.

With a master's in mechanical engineering, Prashant has perfected numerous business development programs through focused, continuous learning programs from the best international coaches.

Armed with his in-depth knowledge Prashant designs experiential customer journeys to build revenue resources. His time-tested strategies shift business operations from struggle to stability.

In addition, he regularly offers strategies to help hospitality professionals empower themselves with the latest trends. One can read his proven strategies on his blog. In addition, you can find more on his website, www.prashantk.in.

Author's Biography | Prashant Kumar