

Research on Hotel Industry Personalized Service from the Perspective of Experience Economy

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Abstract: Competition in the hotel industry is becoming increasingly fierce. If we want to be invincible, personalized service is an important factor. Innovative and personalized services to meet customers' experience needs have become an important measure to enhance the competitiveness of the hotel. Personalized service gives the guest who receives the service a sense of pride and satisfaction, and wins their loyalty. The inevitability of the formation of individualized service concept is clear and the quality of employees is improved in the process of implementing individualized service.

How to customize personalized products and services for customers according to their consumption needs and provide unforgettable consumption experience is the focus of the hotel industry in the 21st century. This not only requires the hotel to constantly bring forth new ideas and provide unique products, but also requires the hotel to carry out bold reform and innovation on the service concept and service mode, so as to provide the guests with personalized and emotional services.

1. Significance of Hotel Personalized Service

(1) It helps the hotel to cultivate loyal customers and win the competitive edge. The goal of the hotel to implement personalized service is to improve the quality of customer service, so as to improve customer satisfaction. Whether the customers buy the products of a company again or not depends on whether the customers are satisfied with the consumption result of the products purchased. Only when the guest enjoys high satisfaction, will he choose to repeat the purchase and become the loyal customer of the hotel, thus improving the hotel's competitive advantage.

(2) It is conducive to establish a good image of the hotel. Think what the guest thinks, the urgent guest place is urgent, often is the key that the enterprise sets up good image. Proper individualized service can make the guests feel truly cared by the hotel and realize that the hotel values the interests of the customers, so that the friendly and thoughtful hotel image can be deeply rooted in the hearts of the public.

(3) It is conducive to improving the economic interests of the hotel. If the hotel personalized service to meet the personalized needs of consumers must be able to improve customer satisfaction and loyalty, finally will also enhance the awareness of the hotel, which will attract more loyal customers, by repeat customers and good reputation to make the hotel to win more profits, occupy a larger share of the market.

2. Problems existing in hotel personalized service under the experience economy

(I) lack of detailed personalized services to intensify the market competition of homogeneity.

Although many hotels have put forward personalized service slogans, most of them only stay on

the oral side and do not really infiltrate the concept of personalized service into the actual operation. There is also a misconception that personalized service is provided only for individual, special and important guests. The lack of detailed individualized services leads to the lack of distinctive features of the hotel, forming homogeneous competition and intensifying the competitive situation of the market. Any service that belittles details is hardly a real service of high quality. There is no unique way to learn hotel personalized service. Only through detailed service can we find the opportunity. Only through "detailed service" to the extreme, can we find the rule. The hotel's personalized service needs to be reflected from the details, these refined services in the era of experience economy just can move customers. The pursuit of excellent service can bring surprise to customers, form hotel service features and create value.

(II) lack of communication with customers and unable to accurately grasp customers' needs. Although many hotels have established customer files through modern information technology, they only record basic customer information and hotel behaviors, and they do not have enough detailed records of customers' preferences and demands. Many hotel managers cannot actively listen to customers' opinions and Suggestions, they only hope that customers will not complain during their stay in the hotel, but the fact is that not every dissatisfied customer will complain. This requires the staff to observe, consider and actively communicate in work to identify the needs of different customers and provide them with targeted and refined services.

(III) low employee satisfaction has an impact on service quality. Currently, Chinese hotel employees generally have low satisfaction and low work efficiency, leading to a significant decline in service attitude and service quality of the whole industry.

First of all, due to the service characteristics of the hotel industry, service personnel need to be engaged in two or three working shifts, and often work overtime without normal rest time, and the salary level is not high, so the employee satisfaction of directly providing services to customers is low. Secondly, after a long time of monotonous work in a position, the enthusiasm of employees gradually decreases, and they begin to get bored and even become dissatisfied. Finally, the hotel lacks career planning and design for its employees, and employees have difficulty in promotion, making them unable to see the future development prospects, which also generates dissatisfaction. The satisfaction of the customers directly depends on the satisfaction of the hotel staff.

(IV) high employee turnover rate affects the stability of service quality. High employee turnover rate is always a problem faced by hotels. The high turnover rate not only increases the human resource cost of the hotel, but also reduces the human resource advantage of the hotel and undermines the shaping of the core competitiveness of the hotel. On the one hand, the frequent flow of employees leads to the loss of skilled and experienced employees, which is replaced by new employees who have received short-term training. Unskilled skills and lack of experience seriously affect the service quality. On the other hand, the loss of employees also greatly affects the morale of existing employees, resulting in the lack of enthusiasm of remaining employees, leading to the decline of service attitude, and even affecting the stability of the overall service quality of the hotel.

(V) the requirement to the managers ignore the effects of the service level in the service of the hotel management, tend to pay much attention to the requirement of a line service personnel, think service is purely a waiter, ignore the requirement for management personnel, under the experience economy, improve the degree of sophistication, creating higher value for customers, the waiter's responsibility is not only a line, but including the management of the common responsibility of all employees. The provision of quality service often involves multiple departments, such as catering,

guest room, entertainment and logistics, etc. Therefore, only through effective communication and cooperation of each department, humanized management of employees and optimized management can guarantee timely and effective service delivery, management is a higher-level service.

3. Measures to improve the hotel's personalized service under the economy of body and face

(I) determine the theme of experience. The theme of success should be concise and clear, to win everyone, not the hotel goal statement or marketing slogan. It doesn't have to be on the lips or on the wall. But must be able to drive all the design and activity toward a consistent storyline, attracting curious guests. Such as hard rock restaurant, tropical rainforest cafe and so on have shaped the bright theme. Using a theme automatically turns a service into an experience. In addition, personalized service with distinctive themes can meet the psychological needs of customers to reflect their own noble values and pursue spiritual value experience, thus forming a fixed customer group and making the hotel a place of experience.

(II) To meet customer participation requirements. The hotel should be good at carrying out some meaningful and targeted experiential activities, so that customers can participate with the hotel staff to experience the scene. Such as: at the time of Arbor Day, can be in the area of the hotel to carry out a tree-planting activities, invite some old customer, hotel guests and staff to plant trees on the same day, guests can in their own kind of tree beside the carved his name do mark, or invite customer to the hotel when celebrate celebration, make the customer together with hotel staff to witness the growth of the hotel. As long as it is carefully planned, the hotel can carry out more activities in various ways and let customers participate in this activity personally, which can make the experience of customers in the hotel more intuitive and vivid and specific, and increase the emotional connection between customers and the hotel.

(III) To meet customers' spiritual needs. In the 1990s, China's hotel industry introduced two classic tenets from the west to treat the relationship between hotel staff and customers correctly, and they have been used till now, that is, "the customer is always right" and "the customer is god". True, these two statements are still true today, but with the growing tendency of consumers to be individualized in the process of consumption, they are no longer satisfied with being treated as god, but more importantly, they are able to obtain spiritual enrichment and satisfaction in the age of emotional consumption. Nowadays, most consumers prefer to experience kinship care when they are away from home, rather than cold and thoughtful care. Therefore, the hotel personalized service in the era of experience economy should pay more attention to the psychological feelings of customers, and try our best to meet the needs of guests, so as to make them feel satisfied and relaxed.

(IV) Make full use of entertainment facilities to enhance service experience. With the increasing improvement of people's living standards, the proportion of food and clothing consumption is less and less, and the trend of pursuing entertainment and leisure is more and more obvious. People are happy to pay for entertainment experiences. The hotel can carry out some recreational activities and encourage the customers to participate, which not only enables the customers to enjoy the entertainment experience to the maximum extent, but also enables the hotel to gain the benefits brought by carrying out these recreational activities.

(V) Make full use of celebrity effect and enhance the hotel's experience value. Why MAO zedong's former residence can attract countless tourists to visit, in fact, from the appearance, MAO zedong's former residence is nothing special. But it was there that the world's greatest man, chairman MAO, was born. The beds that chairman MAO had slept in, the benches that had sat on,

even the oil lamps that had been used, the visitors wanted to see, to sit down, to feel for themselves the objects that the great man had used. It can be seen that as long as an item is branded with celebrity, it can attract more attention and become a high-value experience object. Therefore, the hotel should stand on the wave of The Times and use celebrity effect to enhance the experience value of the hotel.

4 Conclusion

All in all, experience economy era is the era of advocating personality, the hotel should not only focus on the needs of customers in terms of product innovation, to break the traditional service mode, from the service mode, process and environment atmosphere build on elaborate design, provides guests with colorful experience environment and pleasant experience process, creating memorable experience, meet the demand of the customer's personality.

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