



Guest Relations Course

Option

What is Guest Relations ?



English Only



Guest relations

LEARNING OUTCOMES

BRAINSTORMING

DEFINITIONS

ORGANIZATIONAL CHART

RESPONSIBILITY

WHO DOES WHAT

GUEST RELATIONS SKILLS

THE ZONE OF HOSPITALITY RULE

MASLOW'S PYRAMID

WHAT IS WELCOMING

CONCLUSION

Q&A

BIBLIOGRAPHY





Learning outcomes

LO1 Describe ways of different structures within Hospitality Organizations and sectors.

LO5 Identify the different structures and functions within the Hospitality sector.

LO6 Demonstrate appropriate hospitality professional standards relevant to an operational environment.



Brainstorming



Definition

“Guest relation in hotels: means being responsible for the relationship that the hotel has with its guests and the way in which it treats them.”

- Collins Dictionary



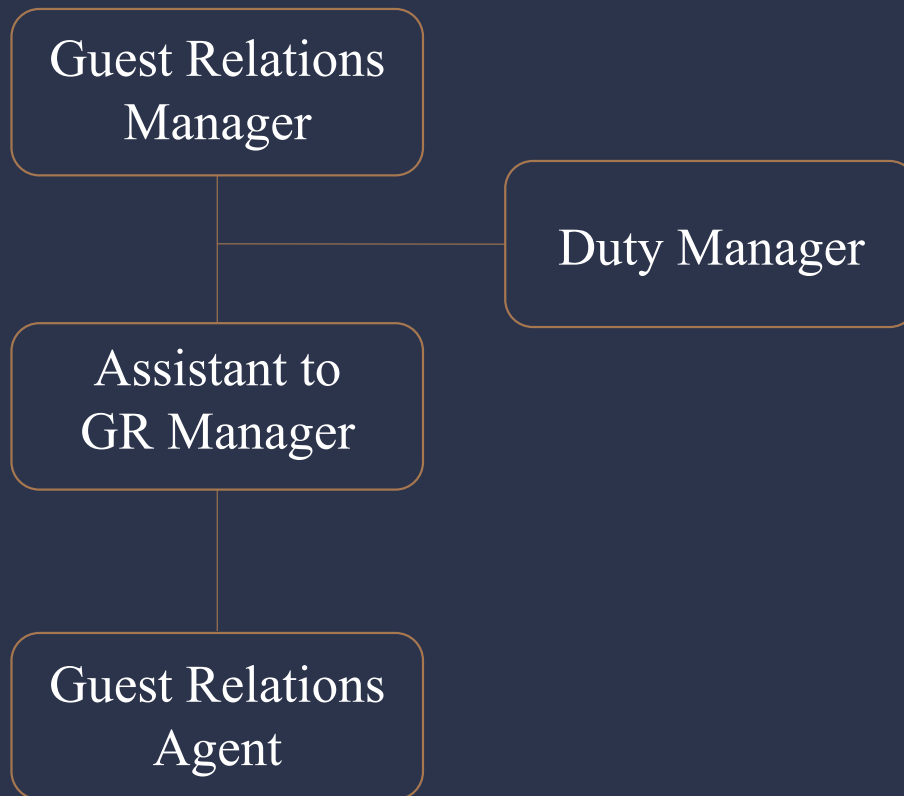
[Reference](#)

Definition

“Guest relation is the perspective of the hospitality industry that can be defined as a series of activities designed to enhance the level of customer or guest satisfaction. An act that results in the realization or solicitation of a positive experience derived from the acquisition of a product or service. The ultimate goal is to meet if not exceed guests ‘expectations’.”



Guest Relations Department



Responsibility

WHO IS IN CHARGE OF GUEST RELATIONS ?

EVERYONE



Who does what ?

FRONT OFFICE

- Is mostly in charge of check-ins and check-outs
- In contact with guests during the stay

CONCIERGE

- Is the city specialist
- In contact with guests during the stay

GUEST RELATIONS

- Is in charge to make sure the guests have a pleasant stay
- In contact with guests prior to arrival, during the stay and post departure



Video

Guest Relations skills



Teamwork

Everyone working for the same goal:

Guest satisfaction



Communication

Anticipate

Share information



Job knowledge

Internal and external



Personality

Courtesy

Empathy

Friendliness, etc.



Presentation

Dress code

Personal hygiene



Body language

How we greet others

How we stand

Facial expressions, etc.



Flexibility

Irregular schedule

Long shifts



The 10/5 rule – The Zone of Hospitality

- **When a guest is 10 feet from us, we must:**
 - Smile and make direct eye contact
- **When a guest is 5 feet from us, we must:**
 - Verbally greet the guest

Maslow's Pyramid

Meeting hotel guest's physiological needs

Ensure guests can get a good night sleep and access food and water easily and when needed.

Helping hotel guests feel safe

Provide the right security measures.

Creating a space for the belonging and love needs

Make sure guests can relax and they have suitable options for different needs.

Satisfying guests' esteem needs

Make the guests feel special and valued.

Fulfilling guests' self-actualization needs

Help the guests make their dreams come true through your services/assistance.



Maslow's hierarchy of needs



Conclusion





[Reference](#)

Are guest relations and guest experience the same thing ?



What is welcoming ?



“... who welcomes must show that the presence of a host is always a joy and that one cannot do without it.”

- Pierre Gouirand

“Hospitality is alchemy. It's like good wine. It is both the means and the result; the grape variety, the terroir, the know-how. Going beyond the very conditions of welcoming make you travel into the experience.”

- Pierre Gouirand

“To provide hospitality service is to give something to someone - to offer something of yourself.”

- Alain Montandon

“Welcoming is the origin of life.”

- Pierre Gouirand

What is welcoming ?

WHAT IS WELCOMING FOR YOU ?



Find your own Mantra for your internship !





Questions ?



Thank you

Follow us:



linktr.ee/glion.edu

Bibliography

- <https://hoteltechreport.com/news/maslows-hierarchy>
- <https://www.hotelierlife.com/guest-relations-duties-and-responsibilities/>
- <https://www.hotelierlife.com/the-10-5-rule-of-hospitality-industry/>
- lane Patrick, <https://advice.hosco.com/en/guest-relations-concierge-reception-whats-the-difference/>
- Jordan Hollander, <https://hoteltechreport.com/news/maslows-hierarchy>

