

To discuss the influence of standardization and individualization of hotel service on hotel development

Introduction:

Proposed aim:

The aim of this dissertation is to investigate the importance for guests of personalised service during their stay in hotel, the case of Four Seasons hotel in Hang Zhou, China

The objectives of this dissertation are to:

1. Review the literature on service provision, personalised service and service differentiation.
2. Study the importance of personalised service for hotel guests
3. Offer recommendations to hotels in the importance of developing a more personalised approach to service provision

Methodology

- Use the questionnaire to understand your evaluation of personalized services
- Promote incentive systems for employees passionate about their work and a positive attitude

Rationale

- How is the personalized service reflected?
- What are the factors that affect personalized service?
- How to provide personalized service to guests.2007,(09).

Literature reviews

- Hotel service standardization and individuation are not only different but also depend on and transform each other. By Ken lee 2008.The individualization of service is the necessary preparation for the post-standardization of service. The post-standardization of service consolidates the achievements of the personalized service and opens up the way for the new personalized service. [J]. Heilongjiang science and technology information, 2007,(07)
- To achieve the requirements of personalized service, we must first have a good standardized service as the premise and foundation. Personalized service must be based on standardized service, the former is derived from the latter, but higher than the latter. There is no basis for standardized services to talk about luxury personality services, is undoubtedly a fish out of wood Science and technology entrepreneurship monthly, 2007,(09)..

Anticipated findings

The results of this study are expected to allow personalized services to be integrated into the hotel and continue to grow.

(1) li xiaobing. The formalized strategy of hotel service [J]. Enterprise reform and management, 2007,(09).

(1) xu xiaoming. Countermeasures on how to improve service quality in China's hotel industry [J]. Heilongjiang science and technology information, 2007,(07).

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