


Role Of Management To Communicate The Excellent Hospitality For Hotel Business

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Article Info	ABSTRACT
<p>Keywords: Business communication, Hospitality Industries managerial skill services communication</p>	<p>This study delves into the important role of management in effectively communicating exceptional hospitality within the hotel industry. The introduction emphasizes the significance of effective communication in achieving high levels of client satisfaction and loyalty in the highly competitive hospitality industry. The study of literature provides a thorough assessment of recent research on staff involvement, customer experience, and management communication strategies. It emphasizes the need for further research and suggests potential opportunities for more comprehensive studies. The methodology section provides a comprehensive approach to data collection, incorporating qualitative interviews with hotel management, employees, and guests. The results indicate that effective, coherent, and compassionate communication of leadership has a positive impact on the quality of service, employee motivation, and customer happiness. Based on the study, the development of a strong corporate culture and the provision of exceptional hospitality rely on the implementation of effective communication strategies. It offers hotel managers practical guidance on establishing effective channels of communication.</p>
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INTRODUCTION

The hospitality industry revolves around providing outstanding service and creating unforgettable experiences for guests (Aditya, n.d.; Khmiadashvili, 2019; A. A. Putra et al., 2023). The importance of management in effectively communicating excellent hospitality cannot be emphasized enough in this context (El-Gohary, 2016; Khamdevi & Bott, 2018; Middleton & Hawkins, 1998). Management plays a vital role in establishing the atmosphere for service quality by effectively communicating with employees (Indrasari, 2017). This helps keep them informed, motivated, and aligned with the organization's objectives. This paper aims to investigate the influence of management communication strategies on employee performance and customer satisfaction in the hotel industry. It provides valuable insights into effective practices that can be implemented to improve overall service excellence.

Existing literature highlights that effective communication within an organization plays a crucial role in determining its overall success (Cutlip et al., 2016; Laoworapong et al., 2015; Pang et al., 2016; Presbitero & Attar, 2018; Provan & Kenis, 2008). Research has indicated

that effective communication from management can have a positive impact on employee engagement, turnover rates, and customer experiences (Yunus et al., 2019). Nevertheless, there is still a lack of knowledge regarding the precise ways in which management communication impacts these results in the hospitality sector. This paper aims to fill a void by merging theoretical insights with empirical data to offer a thorough examination of the significance of management communication in the hotel industry.

The research holds great importance as it has the potential to provide practical solutions for hotel managers who strive to enhance their service standards. This study aims to examine various communication strategies and their impact on both employees and guests. The ultimate goal is to provide actionable recommendations that can be implemented to foster a culture of excellence in the hospitality industry. In a highly competitive industry, it is crucial to prioritize customer satisfaction. To maintain a competitive advantage and achieve long-term success, it is essential to fully comprehend and optimize the role of management communication. Therefore, this paper not only adds to academic discourse but also provides a valuable resource for industry practitioners looking to improve their managerial practices (Susilo, 2023; Susilo & Hui Chen, 2023).

One cannot overestimate the value of effective communication in the hotel sector. It is absolutely critical for building strong bonds among staff, managers, and visitors (A. A. Putra et al., 2023). Management in a sector where customer happiness and loyalty are directly impacted by the quality of service depends on effective delivery of consistent, clear, sympathetic messages. Essential tools and frameworks offered by communication services help to ensure that staff members are sufficiently qualified to perform outstanding service, fast satisfy visitor needs, and facilitate the flow of information. Modern communication technologies and strategic approaches help hotels to provide a flawless and interesting guest experience, therefore improving their reputation and competitive edge (Alfikri, 2023; Prabowo & Irwansyah, 2018).

Communication services facilitate improved coordination and collaboration among employees from the hotel's internal operations perspective. By employing a diverse array of communication channels, it is advantageous to maintain employees' awareness of their responsibilities, roles, and the organization's overarching objectives (Amaliyah & Jatmika, 2023; Azhari et al., 2023; Prasetyo et al., 2023). Internal communications systems, training programs, and regular team meetings are among the channels that fall under this category. It is imperative to ensure that this alignment is upheld in order to foster a supportive work environment and maintain high service standards. Furthermore, communication services are essential for the preservation of a productive and motivated workforce, as they facilitate the resolution of conflicts, the provision of performance feedback, and the promotion of employee development (Alfikri, 2023; Choirul Saleh et al., 2023). Hotels have the potential to considerably improve their operational efficiency and increase the level of satisfaction experienced by their employees if they place a strong emphasis on internal communication. Thus, this ultimately results in improved experiences for the guests.

When it comes to properly managing contacts with guests and comments, communication services are absolutely necessary. Visitors should anticipate fast and tailored responses from several channels like instant messaging, email, and social networking sites in the digital era (Harliantara et al., 2023). Effective communication services enable hotels to meet their goals by means of timely and pertinent information, complaint handling, and important feedback collecting to improve their offerings. Using aggressive communication strategies including loyalty programs and tailored marketing messages can help to greatly increase visitor involvement and retention. Strong ties with their clients via efficient communication services help hotels stand out in a very competitive industry and create the basis for long-term success.

METHODS

This study's section on the methodology uses a qualitative approach to look at how management affects good communication of outstanding hospitality in the hotel sector. This method emphasizes doing thorough, semi-structured interviews with hotel managers and important staff members in charge of communication policies inside their companies. These interviews seek to provide in-depth and complex understanding of management's communication strategies, challenges they face, and supposed consequences on staff performance and customer satisfaction (Indrasari et al., 2019; Raditya et al., 2019).

The study meticulously selects a large spectrum of hotels with various sizes, star ratings, and market groups in order to properly grasp the topic matter. This variety allows a closer study of the application of several management communication techniques in several hotel environments. Participants may freely communicate their experiences, ideas, and reflections with open-ended interview questions. This approach lets one find more deep insights that might not be exposed by conventional means of data collecting.

A systematic, comprehensive approach is required for theme analysis in data analysis. By conducting a thorough examination of interview transcripts, we can identify recurring themes, trends, and a better understanding of the impact of management communication on service quality. This process involves several phases: coding to identify significant ideas; targeted coding to organize these ideas into more general themes; and culminating in the development of a thematic map that visually illustrates the connections between multiple themes. The results of this qualitative study offer a comprehensive and intricate comprehension of the potential for effective management communication to increase customer satisfaction and hotel staff engagement. This qualitative method provides a comprehensive examination of the intricacies and complexities of communication techniques, thereby offering valuable information for academic research and practical application in the hotel industry.

RESULTS AND DISCUSSION

Communicative Hospitality towards Excellence

The findings of this interview between Frontdesk and Hotel Guest study uncover various significant themes that underscore the crucial role of effective communication in guaranteeing

guest satisfaction in the hotel industry. One of the main discoveries is the importance of effective and reliable communication from management to both employees and guests. The importance of clear directives and consistent information for hotel employees cannot be overstated. When they have a clear understanding of what is expected of them, it allows them to carry out their tasks with greater efficiency and confidence. Ultimately, this leads to improved guest experiences. Guests, on the other hand, experienced greater satisfaction when they were provided with prompt and precise updates about their reservations, amenities, and any modifications to services. Clear and consistent communication is essential for building trust and reliability, which are crucial for ensuring guest satisfaction.

Another important theme that came up during the interviews is the significance of empathetic communication in creating a favorable guest experience. Managers emphasized the importance of empathy in communication, both among staff and towards guests, in creating a positive and welcoming atmosphere of hospitality. Empathetic communication is all about actively listening, comprehending guest needs and concerns, and responding in a way that makes guests feel appreciated and honored. Managers who establish a strong connection with their employees are more likely to foster a culture of empathy towards guests. This fosters a warm and nurturing atmosphere, which is a fundamental aspect of exceptional hospitality. Guests were very pleased with the staff's exceptional dedication to addressing their needs and concerns. They felt that the staff genuinely cared about their well-being, which greatly contributed to their overall satisfaction.

The findings further highlight the significance of proactive communication in predicting and resolving guest needs. Implementing proactive communication strategies, such as sending pre-arrival messages, providing personalized greetings, and conducting follow-up interactions, has been shown to greatly improve guest satisfaction. Managers who actively engage with guests can quickly address and resolve any potential issues, ensuring guest satisfaction. For example, keeping guests informed about local events, providing personalized recommendations, and regularly checking in with them during their stay to ensure their satisfaction were all practices that received positive feedback from guests. This proactive approach not only enhances the guest experience but also showcases the hotel's dedication to surpassing guest expectations, further strengthening guest loyalty and satisfaction (Indrasari et al., 2019).

According to the analysis, the presence of communicative hospitality greatly increases the likelihood of guests wanting to come back to the hotel in the future. A significant finding from the interviews with guests is the strong sense of personal connection and loyalty that is developed through effective communication. Guests who received effective and compassionate communication from hotel staff reported feeling appreciated and heard. The personalized attention and care provided in the hospitality industry is essential for creating a memorable experience. In a highly competitive market, where service quality is often the key differentiator, this level of attention is crucial.

Many times, guests underlined how much the capacity of the hotel to efficiently meet their wants and preferences during their initial visit affected their decision to return to a particular hotel. The hotel staff's unusual degree of individualized service delighted visitors,

for instance, by remembering their names, preferences, and special requests from past trips. This degree of attention to detail not only improves the guest experience right now but also creates a lasting impression that promotes client loyalty. The interview found that those who felt a strong connection with the hotel staff showed more inclination to become brand loyal and often chose to return the same hotel chain for next trips.

Furthermore, the hotel's proactive and clear communication regarding loyalty programs, special deals, and future events had a substantial influence on customers' inclination to return. Hotels fostered a strong sense of belonging and privilege among visitors by skillfully conveying the advantages of their loyalty programs and ensuring they were informed about exclusive offers and events. This strategic communication not only enhances the visitors' impression of value but also motivates them to select the same hotel for future visits. Consequently, the research emphasizes the significance of efficient communication in the hospitality sector. Evidence demonstrates that effective communication not only results in immediate guest satisfaction, but also fosters their long-term loyalty and recurrent patronage. It is essential for hotels to flourish in a competitive industry.

Communicative and Supportive Management: Supervision of Hotelier

The study also emphasizes the important part communicative and supportive management plays in supervising hotel employees, therefore affecting client pleasure and loyalty. Good work environment created by effective management communication helps employees to feel appreciated, understood, and supported. Maintaining high degrees of employee morale and motivation depends on this encouraging environment, which directly affects the caliber of the service given to customers. Strong, cohesive teams committed to provide outstanding hospitality are more likely to be created by hotel managers who give clear, sympathetic communication top priority (Adler et al., 2001; Thayer, 1968).

Among the important conclusions is that hotel employees who get consistent, helpful criticism and clear direction from their superiors are more competent and confident in their jobs. Better visitor encounters follow from this confidence since staff who feel encouraged by their managers are more likely to surpass guest needs. Managers that actively listen to employee concerns and offer quick fixes, for example, not only improve worker satisfaction but also enable staff members to better manage visitor problems. This proactive and encouraging approach has a domino effect whereby well-supported staff members are more equipped to provide high-quality, customized service improving guest experiences.

Furthermore, the research shows that a culture of excellence is much enhanced by supportive management techniques include acknowledging and appreciating staff successes. Employees who feel valued and rewarded for their diligence are more likely to be proud of their positions and provide outstanding service (Gremler & Gwinner, 2000; Inuwa, 2016; Ye et al., 2023). This culture of appreciation and encouragement not only raises staff morale but also helps to maintain a constant high degree of hospitality. The passion and professionalism of well-supported employees are noticed and valued by guests, therefore improving their whole experience and raising their chances of return. Therefore, establishing an environment where both staff members and guests feel appreciated depends on communicative and supporting management, thereby fostering greater pleasure and loyalty on both sides.

This analysis underscores the significance of persuasive communication in the hospitality industry's pursuit of excellence in supervision. In order to motivate and direct hotel personnel to attain exceptional service standards, it is imperative to establish effective communication. It has the capacity to inspire and motivate, thereby facilitating achievement in the hospitality sector. This method of communication transcends mere information dissemination. It also entails the establishment of an emotive bond with employees, ensuring that their personal objectives are in alignment with the organization's objectives. Managers who are adept at persuasive communication are capable of effectively communicating the importance of each team member's contribution to the provision of exceptional visitor experiences. This fosters a sense of purpose and dedication among the employees (Boğan & Sarıışık, 2020; Johnston & Everett, 2012; Koster & Sanders, 2006; Rahmah & Fatmah, 2018).

A notable discovery is that persuasive communication plays a crucial role in establishing explicit expectations and performance standards. When managers effectively communicate goals and expectations, employees are more likely to understand and embrace these objectives. For example, managers can use motivational speeches, personalized coaching, and positive reinforcement to inspire their teams to achieve excellence. This approach not only provides clarity on expectations but also motivates employees to surpass them. When employees truly understand the value and impact of their work, they become more engaged and proactive in their roles, resulting in consistently high levels of service quality.

In addition, persuasive communication plays a crucial role in resolving conflicts and promoting a collaborative work environment. Skilled supervisors employ various persuasive techniques to effectively resolve conflicts, foster team unity, and cultivate a positive atmosphere in the workplace. Through displaying empathy and presenting persuasive arguments, managers have the ability to transform potential conflicts into valuable chances for growth and enhancement. The skill to overcome obstacles and foster a positive team dynamic greatly improves productivity and boosts employee morale. As a result, a hotel environment that prioritizes persuasive and effective communication not only helps staff grow professionally but also guarantees that guests receive attentive and top-notch service. This, in turn, strengthens the hotel's reputation for excellence and boosts guest loyalty (B. Putra & Prasetyo, 2017; Rony & Panuju, 2018; Wibowo, 2021).

Theoretical and Practical Implications

Particularly in regard to the important function of communicative hospitality, the results of this study have major theoretical consequences for the discipline of hotel administration. First, the study supports as fundamental components in the service management literature the need of clear, consistent, and sympathetic communication. This is consistent with current ideas stressing the need of communication in fostering relationships and confidence inside service sectors. The study offers empirical evidence for the theoretical models linking efficient management communication with improved service quality and customer experiences by proving how directly these communication strategies affect guest pleasure and loyalty.

Moreover, the study advances the notion of emotional work in hotel management by stressing the influence of convincing and supportive communication on employee performance and well-being. According to the results, managers that practice sympathetic

and persuasive communication not only improve employee morale but also help to regulate their emotions, therefore enabling the emotional control required for excellent service performance. This helps to underline the idea that, under good management through supportive supervision, emotional work can result in benefits for guests as well as staff. The study thus expands the theoretical knowledge of how strategic communication techniques could maximize emotional labor in the hotel setting.

Finally, the emphasis of the study on proactive and customized communication offers fresh understanding of relationship marketing theories in the hotel sector. The results imply that guest loyalty and repeat business are much enhanced by proactive communication tactics including tailored pre-arrival messaging and follow-up contacts. This is consistent with ideas of relationship marketing, which support the creation of long-term bonds with consumers by means of customized and ongoing interaction. Through proving the useful application of these theories in the hotel sector, the study provides a significant addition to the theoretical debate on how hotels might use communicative hospitality to create and preserve strong customer relationships, so attaining continuous competitive advantage.

CONCLUSION

This study emphasizes how important communicative hospitality is to raising visitor pleasure and building hotel sector loyalty. This study emphasizes sympathetic management communication clearly enhances the whole service quality as well as the visitor experience by means of qualitative study. Hotel managers may make a friendly and effective atmosphere that appeals to customers by making sure staff members are informed, encouraged, and motivated. The results highlight the need of strategic communication techniques that complement the ideas of efficient service management, therefore promoting better degrees of visitor satisfaction and repeat business. Moreover, the study highlights the need of convincing and helpful communication for supervising hotel employees. Those managers who use a communicative style—one marked by empathy, clarity, and drive—are more suited to create a good workplace. Such a surroundings improves staff performance and morale as well as guest interactions. The study shows that employees who feel appreciated and understood by good management communication are more likely to provide outstanding service, therefore improving the whole visitor experience and supporting the hotel's stellar image. At last, the theoretical consequences of this work expand the knowledge of communicative hospitality in the larger framework of theories of hotel management. The results offer empirical evidence for the important part emotional labor, relationship marketing, and service management strategies play in improving service quality by means of strategic communication. Through proving the useful implementations of these ideas, the study provides insightful analysis for industry professionals and hotel managers trying to raise visitor loyalty and happiness. This study emphasizes generally the need of giving communicative hospitality top priority as a fundamental element of good hotel management, therefore enabling ongoing competitive advantage in the very competitive hotel sector.

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