

Hotel Industry Contributions to Economic and Community Development Analysis

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Hotel Industry Growth and Community Development

The hotel industry has witnessed dynamic growth and job creation, thus boosting opportunities for economic and community development. AHLA (American Hotel and Lodging Association), in recent years, has spearheaded and enhanced the advocacy agenda of the hotel at the national level. AHLA established its grassroots through partnership, comprehensive strategies of active membership, and tactical undertaking of its operations. The hotel continues to create awareness of the impact of the hotel on the community and the country's economy. It promotes policies that facilitate the ability of the hotel industry to grow and build careers and hospitality leaders in the next generation. Some of the best hotel companies in the world include Choice Hotels International, Wyndham Worldwide Corporation, Marriot International, Hilton Worldwide Holdings, and International Hotel Group. Forbes Travel Guide has experts who inspect the property test against rigorous standards and has the highest ratings (Beldona et al., 2015). The services provided are of high quality, all the meals are inspected, the food is beautifully presented and plated, and it has luxurious elements. Forbes Travel Guide is a global authority that provides luxury travel. It examines both facility and service, and the Star Rating System emphasizes the quality of services of the spa, restaurant, and hotel.

Digital Booking and Industry Expansion

According to statistics from previous years, the occupancy, sales, and property numbers of AHLA have increased. The association has embraced e-commerce, and bookings have adopted the online strategy. Online channels are used to address most of the issues where the association incorporates all types of technologies to achieve desirable customer results. It uses social networking platforms, the internet, cloud computing, and other digital communication models to reach customers and enhance their relationships with customers. The association has secured a more digital marketplace, educates the consumers, and ensures that the experience with the client is overwhelming.

Customer Relationships and Employment Creation

Through good relationships and customer satisfaction, the association has expanded, increased its sales, created more job opportunities, and enhanced community development. Similarly, over recent

years, the hotel industry has received customers from local, national, and international levels. Some of them are tourists and researchers. It provides tasty food, attention through phone calls, clean and comfortable facilities, adequate security, and internet (Chen, 2015). The top hotel companies worldwide include Hilton Worldwide Holdings, which has brands of hotels, resorts, Canopy, Curio-A Collection, and Homewood Suites. Choice Hotel International has brands such as Comfort Inn, Clarion, Rodeway Inn, Econo Lodge, Ascend Hotel, and Suburban Extended Stay. The brands of Wyndham Worldwide Corporation include Wyndham Garden Hotels, Baymont Inn, Microtel, Super 8, Day Inn, and Hawthorn Suites. Marriott International has the following brands: TownePlace Suites, Moxy Hotels, Residence Inn, and Courtyard. InterContinental Hotel Group has brands such as Holiday Inn, Kimpton Hotels, Crowne Plaza, and Candlewood Suites.

Service Quality and Hotel Ratings

Furthermore, Forbes Travel Guide uses the customer services provided to rate the hotel. The experience of the customer, as well as the relationship of the client, is very crucial in assessing the hotels. The reception of the customer should be 24 hours, Onsite restaurant, Room service operating for 24- hours, and services for dry cleaning. It also uses 800 standards, which are on the checklist to evaluate hotels. Most of its algorithm is based on customer service. It also uses distinctive drinks, the type and beauty of beds, top-notch services, genuine interest, exceeding expectations, and helpful housekeeping (Ryu et al., 2018). Similarly, the criteria are rigid because most of the ratings are based on customer service. The emphasis on customer service makes the hotel forget about other elements, such as employees, which are a crucial part of the organization. Managers will have a hard time acquiring each star because of the checklist standards that must be achieved before earning each star. Customer services are given a lot of weight, neglecting other elements that are vital to the success of the business.

Conclusion on Economic Contributions

In conclusion, the hotel industry has been an essential sector in the economic growth and creation of job opportunities for many people. AHLA, over the recent years, has witnessed developmental changes due to the adoption of modern technology and maintaining a good experience with its customers. The top hotel companies that are known for providing quality services to customers include Wyndham Worldwide Corporation, Marriot International, International Hotel Group, and Hilton Worldwide Holdings. The hotels provide different brands such as Inn, Motels, Canopies, Resorts, and Garden hotels. The Forbes Travel Guide uses customer criteria based on beautiful beds, internet, distinctive drinks, genuine interest, cleanliness of the hotel, and expectations of the customers. Managers may have a problem achieving the star due to the high standards that are set and the emphasis that is placed on customer service.

References

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