



FANTASTIC AND SUPERIOR DINING EXPERIENCE IN THE RENAISSANCE HAIKOU HOTEL

Dr. Ming Kwan¹ & Leo Tong²

¹ The Hong Kong Polytechnic University, Hong Kong

² Director of Capital Delight Inc, Hong Kong

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Corresponding Author: Dr. Ming Kwan

Email: mingkwan726@gmail.com

Abstract

Crafting and providing fantastic and superior dining experiences is a vital aspect of the hospitality industry, where guest satisfaction and loyalty are paramount. This paper presents a comprehensive analysis of the strategies employed by the Renaissance Haikou Hotel to design remarkable dining experiences. Through a case study approach, we gain valuable insights into the factors that contribute to a successful dining experience, fostering guest satisfaction and brand loyalty. The research aims to enhance our understanding of extraordinary crafting dining experiences and offers practical implications for hotels and restaurants seeking to create memorable encounters. Creating and delivering fantastic and superior dining experiences is a critical focus in the hospitality industry, where guest satisfaction and loyalty are essential. This paper explores the case of the Renaissance Haikou Hotel, renowned for its exceptional dining experiences that have significantly contributed to its success. By analysing the strategies employed by the hotel, we aim to understand the intricacies of crafting remarkable dining experiences and their impact on guest satisfaction and brand success.

This research utilizes a case study approach, employing qualitative research methods to conduct an in-depth analysis of the Renaissance Haikou Hotel. Through content analysis, we identify patterns and themes in the collected data to uncover the factors that contribute to the success of extraordinary dining experiences. This methodology allows for a detailed understanding of the process within a specific context and provides insights into guests' perceptions and experiences.

The case study reveals that the Renaissance Haikou Hotel excels in providing fantastic and superior dining experiences through personalized touches, culinary excellence, and meticulous attention to detail. The dedicated food and beverage team consistently exceeds expectations, forging deep emotional connections with guests through thoughtful gestures and surprises. This unwavering commitment to excellence fosters brand loyalty and creates cherished memories that endure long after guests' departure.

The insights derived from this research hold significant practical implications for hotels and restaurants striving to create memorable dining experiences. Drawing from the case study at the

Renaissance Haikou Hotel, this study offers valuable guidance for establishments aiming to excel in the realm of dining experiences and leave a lasting impression on discerning clientele. This study contributes to the expanding body of knowledge in the hospitality industry by offering fresh perspectives and valuable insights into crafting unparalleled dining experiences that resonate with guests. By examining the successful strategies employed by the Renaissance Haikou Hotel, we enhance our collective understanding of how to design and deliver fantastic and superior dining experiences that elevate guest satisfaction and foster brand loyalty.

Keywords: Dining Experience, Guest Satisfaction, Hotel Management.

INTRODUCTION

In the competitive landscape of China's thriving hotel market, hoteliers are compelled to explore effective strategies for success. Recent studies have emphasized the importance of cultivating guest brand love and loyalty, recognizing the significant role played by crafting extraordinary dining experiences in the realm of hospitality. With guest satisfaction and loyalty taking center stage, hotels and restaurants face mounting pressure to deliver exceptional dining experiences. Meticulous planning, attention to detail, and the creation of an ambiance that enhances the overall guest experience are crucial components of this process. From meticulously designing menus and selecting high-quality ingredients to providing comprehensive staff training and orchestrating the perfect atmosphere, every aspect contributes to creating memorable and enjoyable dining experiences.

As a result, this topic has attracted considerable attention from researchers and practitioners, leading to numerous studies that delve into the multifaceted factors involved in extraordinary crafting dining experiences. This paper aims to provide a comprehensive understanding of this process, with a specific focus on the case study of the Renaissance Haikou Hotel in China. By analysing this case study, valuable insights can be gained regarding best practices and effective strategies that foster successful extraordinary dining experiences, leading to guest satisfaction and brand loyalty. To achieve this, hotels must have a deep understanding of the evolving needs and preferences of their guests. Modern travelers seek personalized and tailored experiences that cater to their individual tastes and interests. Consequently, hotels must curate unique encounters that resonate deeply with guests, forging emotional connections that make them feel valued and cherished. By delivering personalized and meaningful interactions, hotels can establish enduring relationships with their guests, fostering a sense of appreciation and loyalty.

LITERATURE REVIEW

Service Design

According to Stuart and Tax (2004), adopting a comprehensive approach to service design is crucial for creating engaging and memorable experiences for guests, while also meeting their expectations throughout the entire service journey. This approach entails considering all aspects of the service experience, from anticipating the service to reflecting on it afterwards. By embracing this approach, hotels can ensure that their guests receive a consistent and enjoyable experience from start to finish. Moreover, this comprehensive approach has the potential to significantly increase guest satisfaction and loyalty, both of which are vital for long-term business success. When guests have a positive experience that either meets or exceeds their expectations, they are more likely to become repeat visitors and recommend the hotel to others. Therefore, it is essential for hotels to pay attention to every aspect of the service experience,

from the initial booking process to the post-stay follow-up. By meticulously designing a comprehensive service experience, hotels can establish emotional connections with their guests, leading to enhanced guest engagement and brand loyalty. In summary, the comprehensive approach to service design advocated by Stuart and Tax (2004) plays a critical role in crafting engaging and memorable experiences for guests, while simultaneously meeting their expectations at every stage of the service journey. This approach has the potential to generate amplified guest satisfaction and loyalty, which are fundamental components for achieving long-term success within the hospitality industry.

Service Experiences

Previous studies conducted by Scanlan and McPhail (2000), Wang and Beise-Zee (2013), Yung and Chan (2002), and Milán et al. (2016) have emphasized the significance of service experiences in evaluating hotels by business guests. Scanlan and McPhail (2000) highlight the importance of personalized services, social bonding, reliable service, and familiarity with service encounters in building service relationships with business guests. Yung and Chan (2002) find that guests prioritize satisfaction with business center services, check-out, and check-in when considering their intention to revisit. Wang and Beise-Zee (2013) reveal that service quality and stimulation/arousal during in-service experiences significantly enhance business guests' satisfaction with the hotel, job efficiency during the business trip, and emotional bonding with the hotel. These studies consistently argue for the need to focus on guests' emotional experiences during service encounters. Emotional value, defined by Sheth, Newman, and Gross (1991), refers to the social-psychological dimension of perceived service value that evokes guests' affective states or feelings. Rich (2000) argues that emotional value is crucial for building strong bonds with guests during service encounters. Sweeney and Soutar (2001) suggest items such as pleasure, relaxation, and enjoyment to measure emotional value.

Emotional value is the key outcome driven by service experiences at hotels and asserts that surprise, recovery, and sweetness services are the three key factors that can enhance business guests' perceived emotional value during service experiences. Westbrook and Oliver (1991) state that surprise can amplify subsequent emotions. In the service context, positive surprise is associated with guest delight, significantly improving guests' satisfaction with the hotel, as noted by Vanhamme (2008). Similarly, Wang and Beise-Zee (2013) argue that business guests' stimulation and arousal during service experiences can significantly enhance their satisfaction with the hotel, job efficiency, and bonding. Therefore, incorporating service surprises into guests' service experiences can improve delight, work efficiency, and reduce work and travel strain. Effective service recoveries can increase guests' likelihood to return and generate positive word-of-mouth while mitigating negative feelings resulting from service failures, as noted by Smith and Bolton (1998), Spreng, Harrell, and Mackoy (1995), Lewis and McCann (2004), and Palmer, O'Neill, and Kozub (2014). Service sweetness, encompassing friendliness, caring, empathy, and personalization, can significantly contribute to perceived emotional value, as noted by Surprenant and Solomon (1987), Wieseke, Geigenmüller, and Kraus (2012), and Zeithaml, Parasuraman, and Berry (1985). Lonely and stressed business guests may seek service sweetness in their hotel stays, which can be achieved through personalized facilities, activities, or programs that cater to their needs and address their negative feelings. In summary, service surprise, recovery, and sweetness are identified as three key factors that can enhance business guests'

perceived emotional value during service experiences at hotels. By incorporating these factors into their service offerings, hotels can create emotional connections with business guests, leading to increased guest engagement and brand loyalty. The proposed framework based on emotional value and the three key factors can guide hotels in designing memorable and emotionally satisfying service experiences for their business guests.

Outcomes of Service Experiences

The sequence of value → attitude → behavior, as proposed by social psychologists (Homer & Kahle, 1988; Kahle, Kulka, & Klingel, 1980), can guide individuals' behavior in specific situations. In the context of the hospitality industry, perceived symbolic, experiential, and functional values have been found to positively influence guests' attitudes towards hotels, leading to a greater willingness to stay at such establishments (Chen & Peng, 2014). Emotional value has also been identified as a significant factor in shaping business guests' attitudes towards hotels. Gratitude for emotional value can foster reciprocal behaviors, such as a greater willingness to pay a higher price for their stay (Wetzel et al., 2014; Palmatier et al., 2009). Understanding the role of emotional value is crucial, as business guests often allocate more resources to their trips and have higher expectations for quality services. Cultural differences among business guests can result in variations in preferred service experiences and outcomes. For example, Chinese business guests may be motivated to select hotels and service experiences that allow them to highlight their wealth, social status, or achievements to others (Chen & Peng, 2014; Kwek & Lee, 2015). Gender and age differences can also moderate the effects of service experiences on the value-attitude-behavior model. Female business guests may show greater sensitivity to comfort and friendly interactions with employees, while younger guests may have a higher inclination towards utilizing self-service technology (Sammons et al., 1999; Kucukusta et al., 2014). Considering the diverse needs and preferences of business guests, it is important for hotels to understand and cater to these variations. By delivering service experiences that incorporate emotional value and address cultural, gender, and age differences, hotels can design and provide memorable and emotionally satisfying encounters. This, in turn, can foster increased guest engagement, loyalty, and overall brand success.

METHODOLOGY

The case study method is a qualitative research method that involves an in-depth analysis of a specific case. The collected data will then be analysed using content analysis, which involves identifying patterns and themes in the data to gain insights into the factors that contribute to the success of an extraordinary dining experience. The case study approach is an appropriate methodology for this research because it allows us to gain a detailed understanding of the process of crafting and providing extraordinary dining experiences in a specific context. Additionally, the qualitative nature of the research allows us to explore the perceptions and experiences of the guests, which can provide valuable insights into the success of an extraordinary dining experience.

FINDINGS AND DISCUSSIONS

A Culinary Voyage to Buffet Delights: The Exquisite Experience at Food Studio Restaurant in Renaissance Haikou Hotel:

This study focuses on the exceptional buffet dining experience offered by Food Studio Restaurant, located in the Renaissance Haikou Hotel. The ambiance of Food Studio Restaurant is

carefully designed to create a warm and inviting atmosphere, considering elements such as decor, lighting, and spatial arrangement. These factors contribute significantly to the overall dining experience. The research delves into the interplay of these elements, shedding light on how Food Studio Restaurant cultivates an environment that enhances refined dining.

Food Studio Restaurant is renowned for its outstanding culinary offerings, featuring a diverse array of dishes from both international and local cuisines. This study aims to comprehensively evaluate the various elements that contribute to the consistent gastronomic excellence achieved by Food Studio Restaurant. In the realm of buffet dining, the quality and variety of dishes offered at Food Studio Restaurant are unparalleled. Each dish is meticulously crafted with attention to detail, resulting in a presentation that highlights artistic finesse. Moreover, the flavours infused in every dish are exquisite, tantalizing the taste buds and leaving a lasting impression on diners.

One of the key factors behind the exceptional quality of Food Studio Restaurant's culinary offerings is the meticulous selection and sourcing of premium ingredients. The chefs at Food Studio Restaurant take great care in choosing only the freshest and highest quality ingredients for their preparations. This commitment to ingredient excellence is reflected in the flavours and textures present in each dish.

Furthermore, the cooking techniques employed by the chefs at Food Studio Restaurant further enhance the overall gastronomic excellence. The chefs' skilful execution of these techniques elevates the flavours and textures of the dishes, resulting in a harmonious blend of tastes that is both delightful and memorable. The imaginative menu reflects the chefs' passion and professionalism, highlighting their creativity and dedication to their craft. The meticulous care and dedication invested in each dish at Food Studio Restaurant elevate the culinary experience to extraordinary heights. From the selection of premium ingredients to meticulous cooking techniques and artistic presentation, every aspect of the meal is carefully considered to provide a truly exceptional dining experience.

It is this unwavering commitment to gastronomic excellence that sets Food Studio Restaurant apart and continues to captivate the palates of its patrons. Service quality is also a crucial aspect of the dining experience at Food Studio Restaurant. The attentive and knowledgeable staff play a vital role in creating a memorable and enjoyable dining atmosphere for guests. The staff at Food Studio Restaurant are not only professional but also highly attentive to the needs of their customers. They are well-trained and possess a deep understanding of the menu, enabling them to provide valuable recommendations and answer any queries that guests may have. Their knowledge and expertise contribute to an enhanced dining experience, as they can offer insights into the various dishes and provide guidance based on individual preferences.

In addition to their knowledge, the staff at Food Studio Restaurant are also highly attentive to the needs of their guests. They pay close attention to every detail, ensuring that each customer feels valued and well taken care of. Whether it is promptly refilling drinks, clearing plates, or addressing specific dietary requirements, the staff at Food Studio Restaurant go above and beyond to meet the expectations and preferences of their guests.

Overall, the caring and passionate staff at Food Studio Restaurant significantly contribute to the overall dining experience. Their professionalism, attentiveness, and responsiveness create a welcoming and customer-centric environment, where guests feel valued and well-cared for. It is

through their exceptional service that the staff at Food Studio Restaurant elevate the dining experience from ordinary to extraordinary.

Culinary Excellence and Attention to Detail at Renaissance Haikou Hotel

The Renaissance Haikou Hotel takes immense pride in its culinary excellence, which is evident in every aspect of the dining experience it offers. The culinary team exemplifies meticulous preparation, creativity in menu creations, and an unwavering commitment to using only the finest quality ingredients. Passion for cuisine permeates every dish served at the hotel, highlighting the chefs' expertise and dedication.

The culinary team at Renaissance Haikou Hotel demonstrates a harmonious blend of flavours and textures in each plate they present. From traditional delicacies to innovative culinary creations, their commitment to excellence shines through with every bite. Attention to detail is a hallmark of their craft. The presentation of each dish is a work of art, reflecting their commitment to elevating the dining experience. Carefully arranged ingredients, exquisite decorations, and thoughtful plating techniques contribute to a visual feast that enhances the overall culinary journey for guests.

Beyond visual appeal, the culinary team's meticulous attention extends to the taste and quality of each dish. They strive for perfection in every element, ensuring well-balanced flavours, the use of fresh ingredients, and flawless execution of cooking techniques. With their expertise and dedication, they create a dining experience that leaves a lasting impression on guests.

Desserts at Renaissance Haikou Hotel are a testament to the culinary team's creativity and craftsmanship. Indulgent and delightful, these sweet creations are meticulously prepared to provide a perfect ending to the dining experience. From elegantly plated desserts to decadent treats, every bite highlights the culinary team's commitment to excellence.

Overall, the culinary journey at Renaissance Haikou Hotel is truly remarkable. The passion for cuisine, meticulous attention to detail, and creative menu creations contribute to an unforgettable experience for guests. From the beautifully presented dishes to the last satisfying bite, guests are taken on a gastronomic adventure that highlights the culinary team's dedication to excellence.

CONCLUSION

The Renaissance Haikou Hotel stands as a beacon of exceptional service and genuine hospitality, creating an ambiance that radiates warmth and sophistication. The seamless fusion of personalized touches, culinary excellence, and meticulous attention to detail culminates in unforgettable dining experiences. Within this refined setting, the unwavering commitment of the staff to surpass expectations and foster emotional connections elevates the Renaissance Haikou Hotel to the pinnacle of choice for discerning individuals seeking extraordinary service and indelible moments.

At the heart of this culinary haven, the food and beverage team exemplify exceptional expertise, unwavering passion, and a genuine concern for guest satisfaction. Their dedication transcends ordinary expectations, leaving an indelible mark on the hearts and palates of those fortunate enough to partake in their offerings. Through thoughtful gestures and delightful surprises, the team forges deep emotional connections, cultivating a sense of loyalty that resonates long after guests depart. These extraordinary efforts create cherished memories, destined to endure in the annals of each guest's personal journey.

With unshakable confidence, the Renaissance Haikou Hotel shines as an emblem of extraordinary culinary experiences and unparalleled service. This study underscores the hotel's unwavering commitment to excellence in both culinary artistry and service quality. The dedicated Food and Beverage team, propelled by their passion and genuine care for guest satisfaction, consistently surpasses expectations, etching an everlasting impression upon the hearts and minds of their esteemed guests. Through thoughtful personalized gestures and delightful surprises, the team forges deep emotional connections, fostering brand loyalty and creating cherished memories that will endure for years to come.

The Renaissance Haikou Hotel invites guests to embark on a culinary voyage, where every dish is a masterpiece, and every moment is crafted with care. It is a destination where refined dining meets heartfelt service, creating a truly exquisite experience that will leave a lasting impression on all who have the pleasure of indulging in its offerings.

Limitation and Future Studies

While this study aims to provide valuable insights into the dining experiences at hotels, there are certain limitations that should be acknowledged. These limitations may present opportunities for future research to further explore and enhance our understanding of the topic. **Generalizability:** The findings of this study are specific to single hotels and may not be directly applicable to other hotels or restaurants with different contexts, target markets, and resources. **Future research** could involve conducting similar case studies on a broader range of establishments to compare their approaches to exceptional dining experiences. **Subjectivity of Data:** The qualitative nature of the research, relying on observations and document analysis, may introduce subjectivity in interpreting the data. **Future studies** could consider incorporating quantitative measures, such as guest satisfaction surveys or financial performance indicators, to provide a more comprehensive and objective analysis of the impact of exceptional dining experiences. **Future research** can build upon these limitations by conducting comparative studies, incorporating quantitative measures, exploring long-term impacts, examining employee perspectives, and investigating emerging trends and technologies. These avenues of research would expand our knowledge and contribute to the continuous improvement of exceptional dining experiences in the hospitality industry.

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