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Gulf Journal of Advance Business Research

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## CREATING GUEST LOYALTY THROUGH PASSIONATE DINING EXPERIENCES: A CASE STUDY OF CROWNE PLAZA ZHUHAI CITY CENTER HOTEL, IHG

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Volume No: 1

Issue No: 3

Page No: 233-243

Received: 19-10-23

Accepted: 16-12-23

Published: 29-12-23

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### Abstract

This research article delves into the factors that contribute to the remarkable success of the Crowne Plaza Zhuhai City Center Hotel in delivering exceptional and unforgettable dining experiences within the fiercely competitive hospitality industry. Renowned for its consistent delivery of extraordinary, enthusiastic, and memorable dining experiences, the hotel has positioned itself as a prominent player. Through a comprehensive investigation, this study aims to identify the key elements that set the hotel's dining experiences apart from those offered by its competitors.

The research highlights the hotel's unwavering commitment to culinary excellence, demonstrated by its relentless pursuit of perfection in food quality, presentation, and overall dining ambiance. Furthermore, the study explores the significant role played by the passionate and dedicated food and beverage team, whose genuine enthusiasm for their craft contributes to the creation of exceptional dining experiences. The research also emphasizes the hotel's ability to curate unique and unforgettable moments that leave an impression on guests.

Moreover, the study highlights the hotel's guest-centric approach, focusing on understanding and surpassing guest expectations in their dining experiences. This guest-centric approach is identified as a key factor in the hotel's success. Additionally, the establishment of a strong brand reputation in the industry further enhances the hotel's competitive advantage in providing exceptional dining experiences.

By offering valuable insights for hoteliers and industry professionals, this research provides guidance on how to enhance their own competitive edge and deliver dining experiences that foster guest loyalty and enhance brand reputation. The findings of this study serve as a testament to the Crowne Plaza Zhuhai City Center Hotel's success and provide inspiration for

others in the pursuit of exceptional dining experiences that leave a lasting impact on guests.

**Keywords:** Food and Beverages Management, Brand Loyalty, Hotel Management.

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## INTRODUCTION

In the fiercely competitive hospitality industry, hotels strive to deliver extraordinary experiences that not only leave a lasting impact on their guests but also foster unwavering brand loyalty. The Crowne Plaza Zhuhai City Centre Hotel has emerged as a prominent player in this arena, consistently delivering remarkable, enthusiastic, unforgettable, and heart-touching experiences to its visitors. This research article aims to investigate the key factors that contribute to the hotel's success in enhancing guest's brand loyalty through memorable and extraordinary experiences. At the Crowne Plaza Zhuhai City Centre Hotel, the delivery of exceptional dining experiences takes precedence. The hotel places significant emphasis on culinary excellence, exemplary service, and guest satisfaction. To comprehensively evaluate these aspects, a study has been conducted, focusing specifically on the gastronomic offerings, service quality, and guest relations exhibited by the hotel's food and beverage team. The food and beverage team at the Crowne Plaza Zhuhai City Centre Hotel is renowned for their competence and passion, led by an exceptional leader. This team is dedicated to crafting memorable dining experiences for their guests, consistently striving to exceed expectations in terms of food quality, presentation, and overall dining ambiance. Through a detailed investigation, this research aims to shed light on the factors that contribute to the Crowne Plaza Zhuhai City Centre Hotel's success and distinguish it from its competitors in the industry. Understanding these factors will provide valuable insights for hoteliers and industry professionals seeking to enhance their own offerings and deliver exceptional experiences that foster guest loyalty.

## LITERATURE REVIEW

### Brand Satisfaction

Grisaffe and Nguyen (2011) define brand satisfaction as the overall satisfaction of guests based on their purchase and experience of branded products or services. This means that when guests are satisfied with a particular brand, they are more likely to become repeat customers and share their positive experiences with others. Such favorable comments lead to a high level of brand satisfaction, which can increase brand commitment among guests. Gibson (2005) emphasized that satisfied guests are more likely to engage in positive word-of-mouth marketing about their experiences with a brand. Positive word-of-mouth recommendations can be incredibly valuable for businesses as they can lead to increased brand awareness and loyalty. Furthermore, Lin and Choe (2022) suggested that brand satisfaction is intricately linked to brand commitment. When guests are satisfied with a brand, they are more willing to commit to it and become loyal customers. This is because brand satisfaction creates a positive emotional connection between guests and the brand, which can lead to increased trust, loyalty, and advocacy. Therefore, it is crucial for businesses, particularly those in the hospitality industry, to focus on creating positive experiences for their guests. By doing so, they can increase brand satisfaction, which can lead to repeat business and positive word-of-mouth recommendations. Additionally, by fostering emotional connections with guests, businesses can build brand commitment and loyalty, leading to long-term success in a highly competitive market. Brand Love Barsky and Nash (2002) highlighted the importance of evoking

emotions in guests during their hotel stay as a key factor in building brand loyalty. This research underscores the crucial role that guests' emotions play in their overall hotel experience and how it can significantly impact their satisfaction and loyalty. The hospitality industry recognizes the significance of creating positive emotions and experiences for guests, as this can lead to strong emotional connections between guests and hotels. When guests feel welcomed, valued, and cared for during their stay, they are more likely to develop an emotional connection with the hotel, resulting in increased satisfaction and loyalty. Conversely, negative emotions such as frustration, disappointment, or anger can have a significant impact on guest satisfaction and may even lead to negative reviews and damage to the hotel's reputation. Therefore, it is essential for hotels to prioritize creating positive emotional experiences for their guests to build long-lasting relationships and foster brand loyalty. To build emotional connections with guests, hotels need to provide personalized and meaningful experiences that resonate with guests on a deeper level. This can be achieved through various strategies, such as personalized interactions, attention to detail, and experiential offerings. For example, hotels can provide personalized welcome messages, remember guests' preferences, pay attention to small details, and offer unique and immersive experiences to create emotional connections. When guests feel emotionally connected to a hotel, they are more likely to become loyal customers and recommend the hotel to others. Emotional connections can foster a sense of community among guests, which can lead to positive word-of-mouth recommendations and increased revenue for the hotel. Therefore, creating emotional connections is crucial for building long-term relationships with guests, increasing customer retention, and driving success in the highly competitive hospitality industry. Brand Loyalty So et al. (2014) have identified that hotel brand loyalty can be strengthened not just through service consumption experience but also by engaging guests beyond the service encounter. Therefore, hotels should focus on engaging guests in various ways, such as through loyalty programs, social media, and other marketing channels, to build lasting relationships and brand loyalty. Cheung et al. (2022) further suggests that guests' voluntarily engaged behaviors with brands can increase brand performance, which can be achieved through consumers' online brand-related activities, such as social media posts and reviews. Hotels can encourage guests to share their experiences on social media and other online platforms to leverage these activities. Furthermore, mutual marketing with the support of guest's brand commitment and love can further enhance brand loyalty. These psychological and emotional connections between hotel guests and the brand can be strengthened through brand extension, co-creation of service products, and various experiential components at a hotel. By involving guests in the brand-building process, hotels can create emotional connections that strengthen guest brand commitment and love, thereby enhancing brand loyalty. Building brand loyalty in the hotel requires a multifaceted approach that involves engaging guests beyond the service encounter, leveraging guest-generated content, and co-creating service products and experiential components with guests. By focusing on these key areas, hotels can create emotional connections with their guests, differentiate themselves from competitors, and drive revenue and profitability over the long term. Guest engagement and service brand loyalty development are crucial factors in the hospitality industry. To establish strong guest engagement, factors such as guest satisfaction, brand trust, perceived value, and service quality are fundamental. According to So et al. (2014), although superior service brand evaluation is necessary, it is not sufficient to establish

strong guest engagement alone. In other words, merely providing superior service is not enough to build a loyal relationship with guests. Instead, hotels must focus on building emotional connections with guests through a combination of factors, including trust, perceived value, and service quality. By fostering these factors, hotels can create a positive experience for guests, leading to higher levels of guest engagement and brand loyalty. Furthermore, building emotional connections with guests requires a multifaceted approach that involves engaging guests beyond the service encounter, leveraging guest-generated content, and co-creating service products and experiential components with guests. By focusing on these key areas, hotels can differentiate themselves from competitors, build lasting relationships with guests, and drive revenue and profitability over the long term. In summary, developing brand loyal relationships in the hospitality industry requires a focus on guest engagement, which is influenced by factors such as guest satisfaction, brand trust, perceived value, and service quality. By fostering emotional connections with guests through a multifaceted approach, hotels can create a positive experience for guests, leading to higher levels of guest engagement and brand loyalty.

### **METHODOLOGY**

This study employs a case study approach, utilizing qualitative research methods to conduct an in-depth analysis of the Crowne Plaza Zhuhai City Center Hotel's strategies for delivering diverse and memorable dining experiences to enhance guest's brand loyalty. The case study methodology is well-suited for this research as it allows for a detailed examination of a specific case and provides rich insights into the factors contributing to the hotel's success. Data for the case study will be collected through multiple sources to ensure a comprehensive understanding of the hotel's dining experiences. These sources include: (1). Observations: The researcher will directly observe and participate in dining experiences at Chatterbox Café. These observations will focus on aspects such as food quality, presentation, service interactions, and overall guest experience. (2). Document Analysis: Relevant documents, including menus, promotional materials, and customer reviews, will be analyzed to gain insights into the hotel's diverse dining offerings, guest feedback, and the hotel's efforts to meet guest expectations.

Data analysis will involve a content analysis approach. The collected data will be systematically reviewed, coded, and categorized to identify patterns, themes, and key factors contributing to the success of diverse dining experiences. The analysis will explore aspects such as the quality of food, service interactions, ambiance, personalization, and overall guest satisfaction.

The qualitative nature of the research allows for an in-depth exploration of the perceptions and experiences of guests, providing valuable insights into the effectiveness of diverse dining experiences in enhancing guest's brand loyalty. The findings from the case study will be presented and discussed in a comprehensive manner, drawing conclusions, and providing recommendations for hoteliers and industry professionals seeking to improve their own dining experiences and strengthen guest loyalty.

### **FINDINGS AND DISCUSSIONS**

#### **Enhancing Guest Loyalty with Exquisite Dining Experiences**

The Crowne Plaza Zhuhai Hotel has established itself as a paragon of excellence in creating captivating, passionate, and authentic dining experiences that forge a profound emotional connection with its esteemed guests. With a deep understanding of the power of evoking positive

emotions and crafting enduring memories, the hotel employs a range of strategies and initiatives to ensure that each guest's dining experience is truly exceptional.

An exemplary demonstration of the hotel's commitment to creating unforgettable moments is its provision of a meticulously crafted Christmas card that delights guests. This thoughtful gesture adds an extra touch of enchantment and excitement to the special occasion, leaving an impression. By customizing cakes to align with the unique preferences and interests of each guest, the hotel fosters a sense of joy and wonder that enhances the emotional connection guests feel toward the hotel. This personalized touch not only makes guests feel recognized and warmly welcomed but also sets the stage for a truly extraordinary stay.

Furthermore, the hotel surpasses expectations by pleasantly surprising guests with handmade cookies and the cherished mascot of the Crowne Plaza Zhuhai, tailored to their individual interests. These delightful surprises further enhance the emotional connection and generate a sense of delight and appreciation. The cookies serve as distinctive and cherished mementos for guests to take home, serving as a constant reminder of their remarkable stay at the hotel. By incorporating the beloved mascot, the hotel taps into guests' emotional attachment to the Crowne Plaza Zhuhai brand, evoking nostalgia and fond memories that extend beyond the duration of their visit.

Moreover, the Crowne Plaza Zhuhai City Centre Hotel excels in providing a dining experience that is truly unparalleled. The hotel's unwavering commitment to attentive and thoughtful service plays an indispensable role in establishing a robust emotional connection with its discerning guests. Through these small yet undeniably significant gestures, the hotel ensures that guests feel genuinely cared for and unequivocally valued throughout their entire stay.

The Crowne Plaza Zhuhai City Centre Hotel wholeheartedly understands the paramount importance of delivering an extraordinary experience for its guests. From the moment guests arrive at the hotel, they are greeted with personalized attention and unparalleled hospitality, setting the stage for an indelible stay. The hotel's staff consistently goes beyond anticipating and fulfill guests' every need, sparing no effort to ensure their utmost comfort and complete satisfaction.

Attention to detail is unequivocally the hallmark of the Crowne Plaza Zhuhai City Centre Hotel's dining experience. The hotel's exceptional restaurants offer an enticing array of culinary delights, expertly prepared by a team of talented chefs. Whether guests indulge in local delicacies infused with cultural flair or savor international cuisine, every dish is meticulously crafted with precision and care, tantalizing the taste buds, and satisfying the most discerning palates.

In addition to the exceptional cuisine, the hotel's attentive staff provides prompt and meticulous service, elevating the overall dining experience to new heights. They possess an extensive knowledge of the menu offerings and stand ready to provide tailored recommendations or cater to specific dietary preferences. Their warm, friendly, and professional demeanor creates an inviting atmosphere, making guests feel genuinely valued and exquisitely well taken care of.

Furthermore, the Crowne Plaza Zhuhai City Centre Hotel takes immense pride in creating extraordinary moments for its cherished guests. From unexpected treats to personalized touches, such as attentively recalling guests' preferences, the hotel consistently goes beyond exceed expectations. These thoughtful gestures contribute invaluable to guests' overall satisfaction, leaving an impression and fostering an unwavering emotional connection.

The Crowne Plaza Zhuhai City Centre Hotel not only offers a dining experience that is truly unmatched but also excels in providing attentive and thoughtful services that leave an indelible mark on the hearts of its esteemed guests. From the moment guests arrive until their departure, the hotel's unwavering commitment to guest satisfaction is resoundingly evident through its personalized attention, exceptional cuisine, and an ambiance that exudes warmth and genuine hospitality.

Collectively, these earnest efforts to create heartwarming experiences that evoke positive emotions and forge lasting memories contribute to guests' ultimate satisfaction, rendering their experiences at the Crowne Plaza Zhuhai Hotel truly extraordinary. By paying meticulous attention to even the most minute of details, the hotel establishes an emotional bond with its guests, creating a sense of warmth, happiness, and an ardent desire to return. This profound emotional connection not only enhances guests' stays but also cultivates enduring loyalty, as guests become fervent advocates for the hotel and eagerly share their unparalleled experiences with others.

### CONCLUSION

In conclusion, the Crowne Plaza Zhuhai City Centre Hotel embodies the art of crafting extraordinary, enchanting, and indelible dining experiences. With an unwavering commitment to exceptional service, personalized attention, exquisite offerings, and heartfelt connections, the hotel transcends ordinary hospitality, reaching new heights of excellence.

From the moment guests step foot into the hotel, they are enveloped in an atmosphere of warmth and genuine care. The staff greets them with radiant smiles, genuine enthusiasm, and an earnest desire to provide an unparalleled dining experience. Every member of the team, driven by unwavering dedication and meticulous attention to detail, endeavors to anticipate and surpass every guest's needs, ensuring that their time spent at the hotel is nothing short of extraordinary.

Understanding that each guest is a unique individual with distinct preferences, the Crowne Plaza Zhuhai City Centre Hotel goes beyond tailoring its dining offerings to their tastes. From customized menus to thoughtful recommendations, the hotel's culinary team curates a symphony of flavors that captivate the senses and leave an impression.

But it is not just the exceptional offerings that set the hotel apart; it is the meticulous execution and unwavering commitment to service excellence that truly distinguishes it. Every interaction, every meal, and every moment spent within the hotel's walls is imbued with a sense of purpose and dedication. The staff members, with their impeccable attention to detail, transform each dining experience into a work of art, ensuring that every aspect, from the ambiance to the presentation, is flawless.

Through these exceptional experiences, the Crowne Plaza Zhuhai City Centre Hotel fosters a profound sense of belonging and forges an emotional connection with its guests. It is within these connections, along with the unforgettable moments created, that the hotel cultivates a loyal customer base. The guests are not merely satisfied; they are inspired to return, making the hotel their preferred choice for future dining endeavors.

The Crowne Plaza Zhuhai City Centre Hotel stands as a true embodiment of excellence, where every detail is meticulously considered, and every guest is treasured as a cherished individual. In the fiercely competitive hospitality industry, the hotel's commitment to creating enduring memories and heartfelt connections ensures its long-term success. It serves as a shining exemplar

of how the fusion of exceptional service, personalized experiences, exquisite offerings, and emotional connections can craft dining experiences to tighten the guest's loyalty.

### **Limitations and Future Studies:**

While this study aims to provide valuable insights into the exceptional dining experiences at Crowne Plaza Zhuhai City Centre Hotel, it is important to acknowledge certain limitations that may open avenues for future research to further enhance our understanding of the topic.

**Generalizability:** The findings of this study are specific to Crowne Plaza Zhuhai City Centre Hotel and may not directly apply 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 delivering exceptional dining experiences.

**Subjectivity of Data:** The qualitative nature of this research, relying on observations and document analysis, introduces subjectivity in interpreting the data. Future studies could consider incorporating quantitative measures, such as customer satisfaction surveys or financial performance indicators, to provide a more comprehensive and objective analysis of the impact of exceptional dining experiences.

Future research can address these limitations and expand the knowledge base by pursuing various avenues. Comparative studies could be conducted to analyze and compare the approaches of different establishments in delivering exceptional dining experiences. Incorporating quantitative measures would provide a more robust assessment of the impact of these experiences. Long-term studies could explore the lasting effects of exceptional dining experiences on guest loyalty and financial performance. Examining the perspectives of employees involved in creating these experiences would provide valuable insights into their role and contributions. Furthermore, investigating emerging trends and technologies in the hospitality industry would help identify innovative approaches to enhancing dining experiences. By addressing these limitations and pursuing future studies in these areas, we can continue to advance our understanding and contribute to providing exceptional dining experiences to enhance guest brand loyalty.

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