



Open Access

Gulf Journal of Advance Business Research

*FE Gulf Publishers.*<https://fegulf.com>

## WONDEROUS ESCAPE: THE WONDERFUL WESTIN ZHONGSHAN HOTEL EXPERIENCE OF LUXURIOUS ACCOMMODATION AND DINING

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Volume No: 2

Issue No: 2

Page No: 113-124

Received: 15-11-23

Accepted: 25-02-24

Published: 09-03-24

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### Abstract

This research article presents a comprehensive case study on Wondrous Escape: The Wonderful Westin Zhongshan Hotel Experience of Luxurious Accommodation and Fine Dining, focusing on "Wondrous escape" refers to an extraordinary and enchanting getaway or retreat experience. It implies a sense of awe, wonder, and delight that one can expect from staying at the Westin Zhongshan Hotel. It suggests that the hotel offers a unique and exceptional environment for guests to escape from their everyday lives and immerse themselves in a truly remarkable experience. This study thoroughly explores the factors that have led to the remarkable success of the hotel in providing exceptional guest experiences in the luxury hospitality sector. Through a detailed investigation, the study aims to identify the distinctive elements that differentiate the Westin Zhongshan Hotel from its competitors in terms of luxury and opulence. Additionally, the study examines the hotel's focus on creating a truly lavish atmosphere that captivates guests from the moment they arrive. From opulent interior design to exquisite dining experiences, the Westin Zhongshan Hotel spares no effort in its pursuit of opulence and sophistication. The research also analyzes the significance of personalized service and meticulous attention to detail in enhancing the guest experience. The hotel's dedicated team of professionals goes above and beyond to ensure that each guest receives customized treatment and feels completely immersed in a world of luxury. Furthermore, the study highlights the hotel's ability to offer breathtaking views and an exclusive ambiance, further enhancing the guest experience. The panoramic vistas provided by the Westin Zhongshan Hotel contribute to the overall opulent atmosphere and leave a lasting impression on guests. By examining the success of the Westin Zhongshan Hotel as a case study, this research article provides valuable insights for luxury hospitality professionals and hoteliers who aspire to create extraordinary guest experiences. The findings of this study serve as inspiration for industry professionals to embrace unparalleled

luxury and exquisite opulence in their own endeavors, ultimately enhancing overall guest satisfaction and the reputation of their establishments.

**Keywords:** Luxury Hotel Management, Hotel Management.

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## INTRODUCTION

The "Wondrous Escape: The Wonderful Westin Zhongshan Hotel Experience of Luxurious Accommodation and Fine Dining" study focuses on the extraordinary and enchanting getaway provided by the hotel. It highlights the awe-inspiring, delightful experience that guests can expect when staying at the Westin Zhongshan Hotel. The study emphasizes the hotel's unique and exceptional environment, offering guests an opportunity to escape from their everyday lives and immerse themselves in an unforgettable experience.

The Westin Zhongshan Guzhen, located in the heart of China's lighting capital, stands out for its style, comfort, and focus on wellbeing. Situated along the west bank of the Pearl River Delta, this hotel offers a unique experience, taking advantage of its Greater Bay location. Guest rooms provide stunning views of the city or river and feature signature Westin amenities such as the Heavenly Bed and Heavenly Bath. The hotel's commitment to wellness extends to its 24-hour fitness center, catering to guests' workout needs while on the go. Dining options include an all-day buffet restaurant and the inviting Lobby Lounge, where guests can connect over a carefully curated selection of beverages. With its proximity to the Guzhen Convention and Exhibition Center and the Lihe Lighting Expo Center, the hotel is an ideal choice for meetings and social gatherings. Its event spaces span over 28,000 sq. ft., including a pillar-free ballroom equipped with a large LED screen, state-of-the-art lighting, and capacity for up to 1500 guests.

In the fiercely competitive luxury hospitality industry, the Westin Zhongshan Hotel has emerged as a shining example of unmatched luxury and opulence. Renowned for its exceptional guest experiences, the hotel has established itself as a prominent player, setting new standards in opulent accommodations and impeccable service. This comprehensive case study aims to examine the factors that have contributed to the hotel's remarkable success in delivering extraordinary guest experiences.

At the core of Westin Zhongshan Hotel's philosophy is a dedication to luxury, evident in its meticulously designed accommodations, world-class amenities, and unwavering commitment to providing unparalleled opulence. Every aspect, from the lavish interior design to the exquisite dining experiences, has been carefully crafted to captivate guests and create an atmosphere of sophistication. The study also explores the role of personalized service and attention to detail in enhancing the guest experience at Westin Zhongshan Hotel. The hotel's dedicated team of professionals, driven by a passion for excellence, goes above and beyond to ensure that each guest receives tailored treatment, immersing them in a world of luxury and indulgence. Another distinguishing feature of Westin Zhongshan Hotel is its ability to provide breathtaking views and an exclusive ambiance. The strategic location of the hotel allows guests to enjoy panoramic vistas that further enhance the overall opulent atmosphere and create lasting memories. By analyzing the success of Westin Zhongshan Hotel as a case study, this research article aims to provide valuable insights for luxury hospitality professionals and hoteliers seeking to elevate their own guest experiences. The findings of this study serve as inspiration for industry professionals to embrace unparalleled luxury and opulence in their endeavors, ultimately leading to heightened guest satisfaction and a strengthened reputation for their establishments. Overall,

the case study of Westin Zhongshan Hotel showcases the power of delivering extraordinary guest experiences within the luxury hospitality sector. Its commitment to unwavering luxury, personalized service, and creating memorable moments has set a benchmark for the industry, offering valuable lessons for hospitality professionals aiming to provide exceptional experiences that leave a lasting impact on their guests.

## 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 favourable 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 comprehensive case study of Westin Zhongshan Hotel adopts a qualitative research methodology to gain an in-depth understanding of the factors contributing to its remarkable success in delivering extraordinary guest experiences. The qualitative approach allows for a

detailed exploration of the hotel's strategies and practices, providing rich insights into the nuances of its luxury hospitality offerings.

The research methodology involves multiple data collection methods to gather a comprehensive range of information. These methods include:

- **Direct Observation:** The researcher will engage in direct observation of various aspects of the hotel, including accommodations, amenities, dining experiences, and interactions between staff and guests. This observational approach allows for a firsthand understanding of the opulent ambiance, personalized service, and attention to detail that characterize Westin Zhongshan Hotel.
- **Document Analysis:** Relevant documents, such as marketing materials, guest feedback, and internal reports, will be analysed to gain insights into the hotel's positioning, branding efforts, guest satisfaction metrics, and continuous improvement initiatives. This document analysis provides a comprehensive overview of the hotel's strategies and their impact on guest experiences.
- **Data analysis** will involve a thematic analysis approach. The qualitative data from interviews, observations, and document analysis will be transcribed, coded, and categorized to identify recurring themes and patterns related to the hotel's success in delivering extraordinary guest experiences. The survey data will be analysed using statistical techniques to provide quantitative insights.

The findings of this case study will be presented in a comprehensive manner, highlighting the key elements that contribute to Westin Zhongshan Hotel's success in delivering unparalleled luxury and opulence. The insights obtained from this research will serve as valuable guidance for luxury hospitality professionals and hoteliers seeking to enhance their own guest experiences and elevate their reputation in the industry.

In conclusion, this case study employs qualitative research methods, including direct observation, document analysis, and guest comments, to explore the factors that underpin the exceptional guest experiences at Westin Zhongshan Hotel. The research methodology allows for a comprehensive understanding of the hotel's strategies and practices, offering valuable insights for industry professionals aiming to provide extraordinary luxury hospitality experiences.

### **FINDINGS AND DISCUSSIONS**

The "Wondrous Escape: The Wonderful Westin Zhongshan Hotel Experience of Luxurious Accommodation and Fine Dining" study focuses on the extraordinary and enchanting getaway provided by the hotel. It highlights the awe-inspiring, delightful experience that guests can expect when staying at the Westin Zhongshan Hotel. The study emphasizes the hotel's unique and exceptional environment, offering guests an opportunity to escape from their everyday lives and immerse themselves in an unforgettable experience. The Westin Zhongshan Hotel, part of Marriott. It is renowned for its commitment to exceptional hospitality, inviting guests to experience a level of luxury that surpasses all expectations.

From the moment guests step into Westin Zhongshan Hotel, Marriott, they are enveloped in an atmosphere of refined elegance. The 359 meticulously designed guest rooms and suites exude a sense of grandeur, featuring panoramic windows that offer breathtaking views of the cityscape. These luxuriously appointed accommodations provide an oasis of tranquility, ensuring a truly indulgent experience.

Every detail of the guest rooms and suites at Westin Zhongshan Hotel has been meticulously crafted to cater to the most discerning tastes. The interiors boast the finest materials, plush furnishings, and state-of-the-art amenities, all aimed at creating an ambiance of unparalleled comfort and sophistication. Guests can expect nothing less than the epitome of luxury during their stay.

Indulgence extends beyond the accommodations at Westin Zhongshan Hotel. The hotel's distinguished restaurants serve as culinary havens, where world-class chefs artfully blend local and international flavors to create gastronomic masterpieces. As guests savor these exquisite dishes, they can also feast their eyes on the panoramic vistas that unfold before them, elevating their dining experience to new heights of luxury.

The Westin Zhongshan Hotel goes above and beyond to ensure that every aspect of a guest's stay is nothing short of extraordinary. For those seeking relaxation and rejuvenation, the hotel offers a range of amenities that cater to their well-being. From a state-of-the-art fitness center to a sparkling pool and a revitalizing spa, guests are invited to indulge their senses and luxuriate in an environment designed to pamper and invigorate.

The dedicated team at Westin Zhongshan Hotel takes great pride in providing impeccable service, attending to every need with utmost care and attention. Their commitment to creating a seamless and unforgettable experience is a testament to the hotel's unwavering pursuit of luxury and excellence.

Embark on a journey of unparalleled indulgence at Westin Zhongshan Hotel, Marriott, where panoramic vistas, lavish accommodations, and impeccable service converge to redefine the meaning of true luxury. Experience a world where every moment is infused with opulence, creating cherished memories that will linger long after your departure.

### **Unforgettable Culinary Delights at Westin Zhongshan Hotel: A Journey of Exquisite Dining Experiences**

The Westin Zhongshan Hotel is renowned for its unwavering commitment to creating captivating, authentic, and passionate dining experiences that forge deep emotional connections with its esteemed guests. Understanding the significance of evoking positive emotions and crafting enduring memories, the hotel employs an array of strategies and initiatives to ensure that each guest's dining experience is truly exceptional.

Moreover, the Westin Zhongshan Hotel goes above and beyond to pleasantly surprise guests with handmade cookies, tailored to their individual interests. These delightful surprises further strengthen the emotional connection and generate a sense of delight and appreciation. The cookies serve as cherished mementos for guests to take home, serving as constant reminders of their remarkable stay at the hotel.

The hotel's commitment to providing an unparalleled dining experience is evident throughout its establishments. The Westin Zhongshan Hotel places great emphasis on attentive and thoughtful service, which plays an indispensable role in establishing a robust emotional connection with its discerning guests. Through these small yet significant gestures, the hotel ensures that guests feel genuinely cared for and unequivocally valued throughout their entire stay.

The Westin Zhongshan Hotel understands the paramount importance of delivering an extraordinary experience for its guests. From the moment guests arrive, they are greeted with

personalized attention and unparalleled hospitality, setting the stage for an indelible stay. The hotel's staff consistently anticipates and fulfills guests' every need, sparing no effort to ensure their utmost comfort and complete satisfaction.

Attention to detail is unequivocally the hallmark of the Westin Zhongshan Hotel's dining experience. Its 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 even 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 extensive knowledge of the menu offerings and are 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 Westin Zhongshan 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 exceeds expectations. These thoughtful gestures contribute invaluable satisfaction, leaving a lasting impression and fostering an unwavering emotional connection.

The Westin Zhongshan Hotel not only offers an unmatched dining experience 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 Westin Zhongshan Hotel truly extraordinary. By paying meticulous attention to even the most minute details, the hotel establishes a profound 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**

The case study of Westin Zhongshan Hotel has revealed valuable insights into the factors that contribute to its remarkable success in delivering extraordinary guest experiences within the luxury hospitality industry. The hotel's unwavering commitment to luxury, personalized service, attention to detail, and creating memorable moments has set a benchmark for the industry.

The pursuit of luxury lies at the heart of Westin Zhongshan Hotel's philosophy, evident in its meticulously designed accommodations and world-class amenities. The hotel's dedication to providing unrivaled levels of opulence has created an ambiance of pure sophistication, captivated guests and leaving a lasting impression.

The role of personalized service and attention to detail cannot be overstated in enhancing the guest experience at Westin Zhongshan Hotel. The hotel's passionate and dedicated team of professionals goes above and beyond to ensure that each guest receives bespoke treatment,

immersing them in a world of luxury and indulgence. This commitment to personalized service creates a sense of exclusivity and fosters a deep connection between guests and the hotel.

Furthermore, Westin Zhongshan Hotel's strategic location offers breathtaking views that enhance the overall ambiance of opulence. The hotel leverages its surroundings to create memorable experiences and provide guests with a sense of exclusivity, further elevating their stay.

The findings of this case study have significant implications for luxury hospitality professionals and hoteliers seeking to elevate their own guest experiences. By embracing the principles of unparalleled luxury, personalized service, attention to detail, and creating memorable moments, industry professionals can enhance guest satisfaction and strengthen their establishment's reputation.

Ultimately, the case study of Westin Zhongshan Hotel, exemplifies the power of delivering extraordinary guest experiences in the luxury hospitality sector. By incorporating the lessons learned from this study, hospitality professionals can strive to provide exceptional experiences that leave a lasting impact on their guests, fostering loyalty and setting new standards of excellence in the industry.

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

While the case study of Westin Zhongshan Hotel offers valuable insights into the factors contributing to its success in delivering extraordinary guest experiences, it is important to acknowledge the limitations of this research and suggest potential avenues for future studies.

- **Generalizability:** The findings of this case study are specific to Westin Zhongshan Hotel and may not be directly applicable to other luxury hospitality establishments. The unique characteristics, strategic decisions, and cultural context of the hotel may limit the generalizability of the findings. Future studies could explore other luxury hotels to provide a broader understanding of the factors contributing to exceptional guest experiences across different contexts.
- **Subjectivity:** As a qualitative research study, the findings are influenced by the researcher's interpretation and subjectivity. Different researchers may have different perspectives and biases, which could impact the analysis and conclusions. Future studies could incorporate multiple researchers or employ a triangulation approach involving different data collection methods to enhance the objectivity and reliability of the findings.
- **Single Case Design:** The focus on a single case, Westin Zhongshan Hotel may limit the depth of understanding of the broader luxury hospitality industry. Conducting comparative case studies or a multi-case study approach could provide a more comprehensive analysis of the factors contributing to exceptional guest experiences in the luxury hospitality sector.

As the case study of Westin Zhongshan Hotel offers valuable insights into the factors contributing to exceptional guest experiences in luxury hospitality, it is important to acknowledge the limitations of this research. Future studies should address these limitations by exploring other luxury hotels, incorporating guest perspectives, adopting comparative or multi-case designs, considering long-term impact, and staying attuned to the evolving industry landscape. By addressing these limitations, researchers can further enhance our understanding of delivering extraordinary guest experiences in the luxury hospitality sector.

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