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## CREATING AND PROVIDING EXTRAORDINARY DINING EXPERIENCES: A CASE OF CROWNE PLAZA ZHUHAI CITY CENTER HOTEL, IHG

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### Abstract

Crafting and providing extraordinary dining experiences is a crucial aspect of the hospitality industry, where guest satisfaction and loyalty are paramount. This paper provides a comprehensive understanding of the process of designing memorable dining experiences, with a focus on the case of Crowne Plaza Zhuhai City Center Hotel in China. The hotel has gained a reputation for offering exceptional dining experiences, which have contributed significantly to its success. This paper examines the strategies employed by the Crowne Plaza Zhuhai City Center Hotel to create an extraordinary dining experience. By exploring this case study, we can gain valuable insights into the factors that contribute to a successful dining experience, which can lead to guest satisfaction and brand loyalty. This study aims to delve into the intricacies of crafting and delivering exceptional dining experiences in hotels. Through a comprehensive analysis of the case study conducted at the Crowne Plaza Zhuhai City Center Hotel in China, the research seeks to enhance the existing body of knowledge in the hospitality industry, while also providing valuable insights to assist businesses in elevating guest satisfaction, fostering loyalty, and achieving brand success. A case study approach is used. 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 analyzed 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. The research underscores the exceptional qualities of Crowne Plaza Zhuhai City Center Hotel as a symbol of unmatched service and genuine hospitality. The hotel creates unforgettable dining experiences through personalized touches, culinary excellence, and meticulous attention to detail. The dedicated food and beverage team goes beyond expectations, forging deep emotional connections with guests through thoughtful gestures and surprises. This commitment to excellence fosters brand loyalty

and creates cherished memories that endure long after guests' departure. The practical implications derived from this research, centered around the art of crafting, and providing remarkable dining experiences, hold great significance for hotels and restaurants aspiring to create memorable encounters that truly delight their guests. Drawing insights from the case study conducted at the Crowne Plaza Zhuhai City Center Hotel in China, this study offers valuable guidance for establishments aiming to excel in the realm of dining experiences and leave an impression on their discerning clientele. The originality and inherent value of this research, centered around the art of crafting and delivering extraordinary dining experiences, is rooted in its distinct contribution to the expanding body of knowledge within the hospitality industry. By drawing insights from the case study conducted at the Crowne Plaza Zhuhai City Center Hotel in China, this study enriches the field with fresh perspectives and valuable insights, augmenting our collective understanding of how to create unparalleled dining experiences that resonate with guests.

**Keywords:** Dining Experience, Guest Satisfaction, Hotel Management

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## INTRODUCTION

In the dynamic landscape of China's burgeoning hotel market, fierce competition has necessitated a deep exploration of effective strategies for hotels to thrive. A recent study focused on cultivating guest brand love and loyalty, recognizing the pivotal role that crafting and providing extraordinary dining experiences play within the realm of hospitality. As guest satisfaction and loyalty continue to gain paramount importance, hotels and restaurants are under increasing pressure to deliver exceptional dining experiences. Meticulous planning, meticulous attention to detail, and the creation of an ambiance that elevates the overall guest experience are integral components of this process. From menu design and ingredient selection to staff training and the orchestration of the perfect atmosphere, every facet contributes to creating a dining experience that is both memorable and enjoyable. Consequently, this topic has captured the attention of researchers and practitioners alike, prompting numerous studies to explore the multifaceted factors that contribute to the crafting and provision of extraordinary dining experiences. This paper aims to provide a comprehensive understanding of this process, with a specific focus on the case study of Crowne Plaza Zhuhai City Center Hotel in China. Analyzing this case study will yield valuable insights into best practices and effective strategies that can foster successful extraordinary dining experiences, ultimately leading to guest satisfaction and brand loyalty. To achieve this, hotels must grasp the evolving needs and preferences of their guests. Modern travellers seek bespoke and personalized experiences that cater to their individual tastes and interests. Hence, hotels must curate tailored encounters that deeply resonate with guests, forging emotional connections that make them feel valued and cherished. By delivering personalized, meaningful interactions, hotels can establish enduring relationships with their guests, fostering a sense of appreciation and loyalty.

## LITERATURE REVIEW

### Hospitality

Hospitality, as defined in the context of the hospitality industry, encompasses the host's generosity, desire to please, and the individualized care extended to guests, according to Lashley (2000). This concept is characterized by acts of generosity, friendliness, the establishment of a host-guest relationship, the provision of entertainment, and the creation of memorable experiences free of charge, as highlighted by King (1995). Hemmington (2007) further

emphasizes the importance of warmly entertaining guests without expecting anything in return, surpassing their expectations with surprises, and providing a sense of security to strangers within the realm of hospitality. However, a tension exists between the inherent generosity of hospitality and the economic relationship within the commercial context of the hospitality industry, raising the question of whether genuine hospitality can truly be delivered in a commercial setting, as discussed by Telfer (2000) and King (1995). Despite this tension, the notion of performance holds significance both for the guest experience and its implications for the staff as performers, as noted by Darke and Gurney (2000). Hotel staff are expected to meet and exceed guest expectations in extraordinary, creative, and captivating ways, aiming to create memorable experiences that foster both behavioral and emotional loyalty, as emphasized by Hemmington (2007). By providing exceptional hospitality, hotels can establish emotional connections with their guests, leading to heightened guest engagement and brand loyalty. In summary, hospitality encompasses acts of generosity, friendliness, the establishment of a host-guest relationship, the provision of entertainment, and the creation of memorable experiences free of charge. While tension may arise between the generosity of hospitality and the economic relationship within the commercial hospitality context, hotels must strive to deliver exceptional hospitality to establish emotional connections with guests and cultivate enduring relationships that drive success in a highly competitive market.

### **Service Design**

Stuart and Tax (2004) assert that adopting a comprehensive approach to service design is essential to create engaging and memorable experiences for guests, while simultaneously meeting their expectations at every stage of the service journey. This approach involves considering all facets of the service experience, from anticipating the service to reflecting upon it afterwards. By embracing this approach, hotels can ensure that their guests receive a consistent and enjoyable experience throughout their entire stay. Furthermore, this comprehensive approach has the potential to result in heightened guest satisfaction and loyalty, both of which are pivotal factors in attaining long-term business success. When guests have a positive experience that either meets or exceeds their expectations, they are more inclined to become repeat visitors and to recommend the hotel to others. Consequently, hotels must devote 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 forge emotional connections with their guests, thereby fostering increased 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, two fundamental components for achieving long-term success within the hospitality industry.

### **Service Surprises**

According to Reizenzein and Studtmann (2007) and Ekman and Friesen (1975), service surprise is a temporary emotion that can range from mild to extreme. Oliver (1980) suggests that satisfaction with a service encounter often stems from experiencing a positive surprise, which

can elicit pleasant feelings, as noted by Nawijn et al. (2013). Bansal and Eiselt (2004) define emotional value as the utility derived from an alternative's capacity to evoke emotions or affective states in a guest. Boksberger and Melsen (2011) have identified emotional value as a significant outcome of positive service interactions. Therefore, guests' perceived service experiences are likely to evoke perceived emotional value, as proposed in this chapter. Furthermore, gratitude is defined by Bertocci and Millard (1963) as the recognition of unearned increments of value in one's experience, providing an emotional foundation for reciprocal behaviours. As a result, business guests are likely to experience gratitude for the emotional value derived from service experiences. Considering that business guests tend to invest more time and money in their trips compared to other guests (Milla'n et al., 2016), this chapter posits that they are more willing to pay a premium price for hotels after experiencing gratitude for the service. The objective of this framework is to systematically conceptualize the service experiences of business guests at hotels based on the value-attitude-behaviour model (Homer & Kahle, 1988). Guests who encounter service surprise at a hotel are likely to enhance their perceived emotional value of the hotel. In summary, the emotions evoked by service experiences, such as service surprise and emotional value, play a crucial role in augmenting guest satisfaction and loyalty. By comprehending the emotional needs of guests and delivering positive emotional experiences, hotels can establish emotional connections with guests, ultimately resulting in increased guest engagement and brand loyalty.

### **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 highlighted the importance of service experiences in the evaluation of hotels by business guests. Scanlan and McPhail (2000) emphasize that personalized services, social bonding, reliable service, and familiarity with service encounters are crucial for building service relationships with business guests. Yung and Chan (2002) found that guests prioritize satisfaction with business center services, check-out, and check-in when considering their intention to revisit. Wang and Beise-Zee (2013) revealed 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, as 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 for measuring emotional value. This chapter proposes that emotional value is the key outcome driven by service experiences at hotels, and it asserts that surprise, recovery, and sweetness services are the three key factors that can enhance business guests' perceived emotional value during service experiences. Surprise, according to Westbrook and Oliver (1991), can amplify the subsequent emotion. 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 with the property. 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 → behaviour, as proposed by social psychologists (Homer & Kahle, 1988; Kahle, Kulka, & Klingel, 1980), can guide individuals' behaviour 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 behaviours, 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-behaviour 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 analyzed 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

In the pursuit of delivering exceptional dining experiences, the hotel places great emphasis on culinary excellence, exemplary service, and guest satisfaction. This study aims to provide a comprehensive evaluation of these aspects at Crowne Plaza Zhuhai City Center Hotel, with a specific focus on the gastronomic offerings, service quality, and guest relations exhibited by the capable and passionate food and beverage team, led by an exceptional leader. Guests of Crowne Plaza Zhuhai City Center Hotel are treated to an extraordinary dining experience at Chatterbox Café and Treasure Chinese Restaurant.

### **A Culinary Voyage to Buffet Delights: The Exquisite Experience at Chatterbox Café**

The refined gastronomic voyage offered by Chatterbox Cafe, focusing on its exquisite dining experience. The study aims to provide an in-depth understanding of the factors that contribute to its distinctiveness in the realm of buffet dining. The ambiance of Chatterbox Cafe is meticulously curated to create a welcoming and pleasant atmosphere. The decor, lighting, and spatial arrangement all play a crucial role in enhancing the overall dining experience. By examining the interplay of these elements, this research sheds light on how Chatterbox Cafe cultivates an environment conducive to a refined dining experience. Chatterbox Cafe is widely recognized for its exceptional culinary offerings, which encompass a diverse range of dishes from both international and local cuisines. This study aims to thoroughly evaluate the various elements that contribute to the gastronomic excellence consistently delivered by Chatterbox Cafe. In terms of buffet dining, the quality and variety of dishes offered at Chatterbox Cafe are unparalleled. Each dish is carefully crafted with meticulous attention to detail, resulting in a presentation that exhibits artistic finesse. Moreover, the flavors infused in every dish are nothing short of exquisite, tantalizing the taste buds and leaving an impression on diners. One of the key factors contributing to the outstanding quality of Chatterbox Cafe's culinary offerings is the selection and sourcing of premium ingredients.

The chefs at Chatterbox Cafe take great care in choosing the finest ingredients, ensuring that only the freshest and highest quality items are used in their preparations. This commitment to ingredient excellence shines through in the flavors and textures present in each dish. Additionally, the cooking techniques employed by the chefs at Chatterbox Cafe further contribute to overall gastronomic excellence. The chefs' skillful execution of these techniques enhances the flavors and textures of the dishes, creating a harmonious blend of tastes that is both

delightful and memorable. The imaginative menu reflects the heartfelt passion and consummate professionalism of the chefs, highlighting their creativity and dedication to their craft. The care and dedication poured into each dish at Chatterbox Cafe elevates 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 Chatterbox Cafe apart and continues to captivate the palates of its patrons. Service quality is indeed a crucial aspect of the dining experience at Chatterbox Cafe. The attentive and knowledgeable staff play a vital role in creating a memorable and enjoyable dining atmosphere for guests. The staff at Chatterbox Cafe 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 Chatterbox Cafe 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 Chatterbox Cafe go above and beyond to meet the expectations and preferences of their guests. Overall, the caring and passionate staff at Chatterbox Cafe contribute significantly 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 Chatterbox Cafe elevate the dining experience from ordinary to extraordinary.

### **A Culinary Journey to Cantonese Delights: The Exquisite Dining Experience at Treasure Chinese Restaurant**

Indulge in a remarkable culinary journey at Treasure Chinese Restaurant, nestled within the elegant Crowne Plaza Zhuhai City Center Hotel. This extraordinary dining destination invites guests to savor the authentic flavors of Cantonese cuisine, expertly crafted to delight even the most discerning palates. From the moment guests step foot into the restaurant, they will be captivated by the opulent Guangdong culture, highlighted through exquisite decor, and intricately crafted show plates that depict ancient Chinese history. At Treasure Chinese Restaurant, meticulous attention is paid to every detail, reflecting an unwavering commitment to culinary excellence. Highly skilled chefs engage in live cooking demonstrations, adding an exclusive touch to the dining experience. Guests can witness their mastery as they create culinary masterpieces right before their eyes, elevating the journey to new heights of excitement and sensory delight. The culinary creations at Treasure Chinese Restaurant are a testament to a deep understanding and passion for Chinese cuisine. Led by a masterful Chef, each meticulously crafted dish showcases a harmonious fusion of flavors, textures, and artistic presentation. From delicate dim sum to flavorful stir-fried dishes and aromatic soups, every plate pays homage to the team's culinary prowess. Only the freshest and highest-quality ingredients are sourced, ensuring

an authentic and unforgettable exploration of Chinese gastronomy. Treasure Chinese Restaurant is not just a place to dine; it is a haven for Cantonese cuisine enthusiasts. Its authentic dim sum lunch and exceptional culinary offerings make it the perfect venue for distinctive celebrations and exclusive social gatherings. The captivating ambiance, adorned with impeccable decor and intricately crafted show plates depicting ancient Chinese history, immerses guests in the rich Guangdong culture. Skilled chefs, with finesse and artistry, personally prepare each dish in live cooking demonstrations, providing an unparalleled dining experience reminiscent of royal indulgence. The team at Treasure Chinese Restaurant comprises extraordinary talents who are passionate about delivering an extraordinary Chinese culinary experience. Their dedication and commitment shine through in every aspect of the dining journey. From their remarkable attention to detail to their unwavering commitment to guest satisfaction, they ensure that every moment spent at the restaurant is truly exceptional. It is their care and attentiveness that contribute significantly to the overall excellence of the dining experience and to the renowned reputation of the hotel for dining excellence. Embark on a culinary adventure filled with Cantonese delights at Treasure Chinese Restaurant. Indulge the senses, experience the artistry of the skilled chefs, and create lasting memories as guests immerse themselves in the flavors and culture of Guangdong.

#### **Exemplary Service and Genuine Hospitality: Crafting Memorable Dining Experiences at Crowne Plaza Zhuhai City Center Hotel**

The true hospitality provided at Crowne Plaza Zhuhai City Center Hotel, focusing on how the staff's unwavering commitment to excellence and meticulous attention to detail contribute to crafting memorable dining experiences. The warm and inviting ambiance, personalized touches, and culinary expertise exemplify the hotel's dedication to guest satisfaction and establishing lasting emotional connections.

#### **Warm Hospitality and Meticulous Attention to Detail**

At Crowne Plaza Zhuhai City Center Hotel, warm hospitality is at the core of the guest experience. From the moment guests arrive, they are greeted with genuine warmth and care. The manager plays a pivotal role in setting the tone for exceptional hospitality, personally welcoming guests and ensuring their needs are met. The entire team at the hotel embodies profound knowledge, professionalism, and meticulous attention to detail. They are well-versed in the intricacies of their roles and possess a deep understanding of the hotel's offerings. This expertise enables them to provide personalized recommendations, answer inquiries with confidence, and offer an elevated level of service. What sets the team apart is their remarkable ability to anticipate and surpass guest expectations. They pay careful attention to the preferences and needs of each guest, ensuring that every aspect of the dining experience is tailored to their desires. From seating arrangements to dietary restrictions, the team goes beyond creating memorable and personalized dining experiences. The staff's commitment to excellence is evident in their warm demeanor, attentiveness, and genuine care for the well-being of guests. They take the time to engage in meaningful conversations, showing a genuine interest in the guests' experiences and ensuring their comfort throughout their visit. The team's meticulous attention to detail is reflected in their ability to seamlessly address any requests or concerns, leaving no stone unturned in their pursuit of guest satisfaction. The dedication to warm hospitality and meticulous

attention to detail make guests feel valued and cherished throughout their visit. The staff's genuine care fosters a sense of belonging and creates a welcoming atmosphere that goes beyond mere service. Guests are made to feel like honored guests, and their needs are not only met but anticipated and exceeded at every turn.

### **Personalized Touches and Memorable Moments**

Crowne Plaza Zhuhai City Center Hotel goes beyond cultivating genuine guest relations by incorporating personalized touches that create memorable moments. These thoughtful gestures highlight the hotel's unwavering commitment to guest satisfaction and contribute to establishing lasting emotional connections. One of the ways the hotel adds a personal touch is through heartfelt birthday cards. Adorned with messages and signatures from the Food and Beverage team, these cards are a delightful surprise for guests celebrating their special day. The personalization and genuine well-wishes demonstrate the hotel's dedication to making each guest feel truly valued and celebrated. In addition to birthday cards, the hotel offers tailor-made cakes for special occasions. These cakes are crafted with care and attention to detail, reflecting the individual preferences and desires of the guests. The personalized touch of a custom-made cake adds a touch of exclusivity and creates a sense of importance for the guest, making their experience unique. Surprises are another element that enhances the personalized touches at Crowne Plaza Zhuhai City Center Hotel. Whether it is a special amenity waiting in the guest's room or an unexpected treat during their dining experience, these surprises create memorable moments that guests will treasure. The element of surprise adds an extra layer of delight and excitement, leaving an impression on the guest. By incorporating these personalized touches, Crowne Plaza Zhuhai City Center Hotel goes beyond providing exceptional service. They create moments that resonate with the guest on a deeper level, establishing an emotional connection. These gestures of thoughtfulness and personalization enhance the overall dining experience and contribute to guests feeling valued, cherished, and genuinely cared for. The lasting impact of these personalized touches extends far beyond the immediate dining experience. Guests will remember the warm and genuine gestures, such as the heartfelt birthday cards, tailor-made cakes, and surprises, long after they have left the hotel. These moments become cherished memories and contribute to guest loyalty and the desire to return to Crowne Plaza Zhuhai City Center Hotel for future visits. To sum up, the personalized touches at Crowne Plaza Zhuhai City Center Hotel create memorable moments that leave an impression on guests. The heartfelt birthday cards, tailor-made cakes, and surprises demonstrate the hotel's commitment to guest satisfaction and contribute to establishing emotional connections. These personalized gestures enhance the overall dining experience and foster a sense of value, creating cherished memories that guests will treasure.

### **Culinary Excellence and Attention to Detail**

Crowne Plaza Zhuhai City Center Hotel takes great pride in its culinary excellence, which is showcased through every aspect of its dining experience. The culinary team demonstrates meticulous preparation, creativity in menu creations, and a commitment to using only the finest quality ingredients. The passion for cuisine is palpable in every dish served at the hotel. The chefs' expertise and dedication shine through in the harmonious blend of flavors and textures that

grace each plate. From traditional delicacies to innovative culinary creations, the culinary team's commitment to excellence is evident in every bite. Attention to detail is a hallmark of the culinary team at Crowne Plaza Zhuhai City Center Hotel. The presentation of each dish is a work of art, reflecting their commitment to elevating the dining experience. Exquisite decorations carefully arranged ingredients, and thoughtful plating techniques all contribute to a visual feast that enhances the overall culinary journey for guests. Beyond the 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 that flavors are well-balanced, ingredients are fresh, and cooking techniques are executed flawlessly. With their expertise and dedication, they create a remarkable dining experience that leaves a lasting impression on guests. The desserts at Crowne Plaza Zhuhai City Center Hotel are a testament to the culinary team's creativity and craftsmanship. Delightful and indulgent, these sweet creations are meticulously prepared to provide a perfect ending to the dining experience. From elegantly plated desserts to decadent treats, every bite is a testament to the culinary team's commitment to excellence. Overall, the culinary journey at Crowne Plaza Zhuhai City Center 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 moment the dishes are beautifully presented to the last satisfying bite, guests are taken on a gastronomic adventure that showcases the culinary team's dedication to excellence.

### **Exemplary Service and Genuine Care**

At Crowne Plaza Zhuhai City Center Hotel, the staff's commitment to delivering exemplary service and genuine care is truly exceptional. Every member of the team demonstrates an unwavering dedication to going beyond to ensure guest satisfaction. Their attention to detail is meticulous, leaving no aspect of the dining experience overlooked. From the moment guests arrive, they are greeted with warmth and professionalism. The staff's welcoming demeanor and genuine care create an immediate sense of comfort and assurance. Their attentiveness throughout the dining encounter is remarkable, as they anticipate and exceed guest expectations with grace and precision. What distinguishes the team is their genuine commitment to personalizing each guest's experience. They understand that it is thoughtful touches that make a lasting impression. Whether it is incorporating personalized notes to acknowledge special occasions or orchestrating delightful surprises that take guests by pleasant surprise, the team consistently goes the extra mile to create emotional connections with guests. These personalized efforts foster a sense of belonging and create enduring memories for guests. The genuine care and attention to detail shown by the staff makes guests feel valued and cherished throughout their visit. It is through these exceptional experiences that guest loyalty is nurtured and strengthened. The staff's commitment to exemplary service and genuine care extends beyond the dining encounter. They take the time to build relationships with guests, remembering their preferences and ensuring that every subsequent visit is just as memorable. This level of dedication and personalized service sets Crowne Plaza Zhuhai City Center Hotel apart as a beacon of hospitality. The staff at Crowne Plaza Zhuhai City Center Hotel embodies the essence of exemplary service and genuine care. Their meticulous attention to detail, professional demeanor, and exceptional attentiveness

consistently surpasses guest expectations. Through personalized gestures and a genuine desire to create emotional connections, they leave an impression on guests, fostering loyalty and ensuring that each visit is truly memorable.

### CONCLUSION

Crowne Plaza Zhuhai City Center Hotel stands as the epitome of unparalleled service and genuine hospitality, radiating an ambiance that exudes warmth and sophistication. The seamless fusion of personalized touches, culinary excellence, and meticulous attention to detail creates an enchanting tapestry of unforgettable dining experiences. Within this refined setting, the unwavering commitment of the staff to surpassing expectations and fostering emotional connections elevates Crowne Plaza 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 their 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, Crowne Plaza Zhuhai City Center Hotel, IHG, shines as an emblem of extraordinary culinary experiences and unparalleled service. This study serves to underscore 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.

### Recommendations for Further Promoting Sustainability

Caring and promoting environmental protection is a crucial aspect of our responsibility towards preserving the planet for future generations. As such, it is commendable to use biodegradable lunch boxes to reduce waste. In addition to this, it is important to recognize that even seemingly small actions, such as using paper plates instead of plastic plates in take-away utensils, can have a significant impact on reducing plastic waste. By advocating for the use of more eco-friendly alternatives, we can collectively work towards a cleaner and greener planet. Moreover, instilling a love and respect for the environment in children is one of the greatest gifts we can give them. By educating the guests and children about the importance of environmental protection and encouraging them to adopt eco-friendly habits, we can ensure a sustainable future for generations to come. It is important for hotels to prioritize environmental protection in all aspects of their operations. By implementing sustainable practices such as reducing waste and promoting the use of eco-friendly materials, Hotels can set an example for other organizations to follow and contribute to a more sustainable future. Through this commitment to environmental protection, Hotels can establish itself as a responsible and socially conscious brand, appealing to guests who value sustainability and environmental responsibility. By implementing these recommendations,

hotels can not only enhance the guest experience but also promote sustainability and reduce their environmental footprint. These efforts can foster long-term brand loyalty among guests and contribute to the success of the hotel in the competitive hospitality industry.

### **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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