

12.3_Intro

Report A

Survey of customer attitudes towards the Gaia Boutique Resort Hotel**Introduction**

For a long time, Gaia Boutique Resort Hotel has been a highly successful business. However, because the company has lost market share recently, it is important to know what the customers think of the services provided. This report will describe a survey undertaken to find out customers' attitudes towards Gaia Boutique Resort Hotel. Recommendations will also be made as to how the company can improve its customer care.

Method

An online questionnaire was designed to find out perceptions of Gaia's quality of service and how Gaia was seen in relation to its competitors. Two thousand questionnaires were sent to a random sample of Gaia's customers, of which 150 were completed. In addition, 130 people were interviewed while spending time at the resort during one day in June. Seventy per cent of the whole sample were composed of people over 50.

Findings

Firstly, on the negative side, a large majority (79%) of customers said Gaia's range of services was not varied enough. Only a small minority (10%) rated them as good quality. In addition, a significant minority (45%) of repeat customers stated the quality of services over the past five years had deteriorated. Finally, most of the respondents (71%) wanted Gaia to provide more virtual services.

However, the survey also revealed some positive aspects. Firstly, a majority of the respondents (60%) said that the catering was good quality and that the staff were polite and helpful (70%). Moreover, although a small minority considered that the levels of comfort were not good enough, an overwhelming majority (80%) were satisfied with them. Secondly, in comparison with other companies, a very large majority thought that the discounts offered were good. Finally, a slight majority (55%) preferred Gaia to other companies.

Discussion

It is clear from the results of this survey that Gaia is perceived by its customers in rather unfavourable ways. It seems that, on the whole, the range of services does not meet the needs of the customers. Even where the majority view was positive, there is still room for some improvement. A limitation of the research was that only 7.5% of the questionnaires were returned, which is a low return rate.

Conclusion

This survey has revealed some weaknesses, and to a more limited extent some strengths, in the Gaia Boutique Resort Hotel. Meanwhile, it is clear that in order to improve services and to remain competitive, Gaia needs to invest in new IT infrastructure. In order to do this, financial backing will have to be found to enable a sufficient level of investment.

12.3_Intro Report B

Study on three main competitors of the Gaia Boutique Resort Hotel**Introduction**

Gaia Boutique Resort Hotel, which once was a very successful hospitality business, has recently lost market share to other bigger competitors. In order for Gaia to identify opportunities for developing and building its operation, it is useful for it to know what activities other successful similar companies are engaged in. This report will describe an investigation into three such companies. Strategies for the development and improvement of Gaia Boutique Resort Hotel will be suggested.

Method

In order to find out the business activities of some successful boutique hotel companies, a survey of their websites was undertaken during the first week of June. The companies which were investigated were Hideaway, Paradiso and Appalachian Lodges.

Findings

Key findings are as follows. Firstly, all three companies have a strong focus on online customer service. Regarding their social media, Hideaway has by far the most followers on both Instagram and X (formerly known as Twitter), and a vibrant blog. Paradiso and Appalachian Lodges are less present but provide regular updates on the main platforms.

In terms of website, all three make use of automated virtual assistants, and Paradiso even seems to have a human team available to take over more promising leads. Navigability is extremely user-friendly on all three sites. Appalachian Lodges and Paradiso are listed on the main comparison sites, while it would seem that Hideaway prioritizes direct marketing.

All three have recently diversified: Hideaway has started to provide health services (a spa resort), Paradiso has ventured into on-site catering and events services,

and Appalachian Lodges has invested heavily in making their facilities more Instagrammable, aiming at a younger age range.

Discussion

From our research, it is clear that investment in IT infrastructure, such as automated virtual assistants, has enabled these organizations to increase navigation time on their websites. Establishing partnerships with comparison sites has led to increased business and association with global brands, e.g., Expedia. Additionally, these organizations have set out to build a community by increasing social media presence and blogging, which fosters organic web promotion. Finally, by pursuing a strategy of diversification – for example, by offering activities for adventure-seekers – these organizations have been able to create and attract a new profile of guest.

Conclusion

To conclude, it is clear that resort businesses which have prospered and grown are now making use of a wide range of online platforms, apart from ensuring a smooth and interactive customer experience on their own website. In addition, in order to maintain success, a company needs to be associated with global comparison sites and take measures to improve search engine optimization. In our opinion, Gaia Boutique Resort Hotel should consider such strategies and look closely at the methods adopted by its competitors. Unless action is taken urgently, the company is in danger of going out of business. However, there is no reason why the company should not have a bright future if the right decisions are taken.