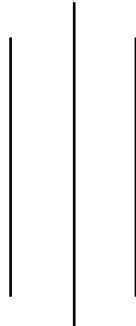


A Project Work Report On

**Roles of Guest Relation Executive (GRE) In Customer Handling and
Satisfaction**



Submitted To:

Nepal Tourism and Hotel Management College

Affiliated to Pokhara University

In partial fulfillment of the requirement for the degree of
Bachelor of Hotel Management (B.H.M)



Submitted By:

Aarya Baral

Exam Roll No: 21155169

P. U. Registration No: 2021-2-15-1116

December 2024

DECLARATION

This is to certify that I have completed the project report entitled " ROLES OF GUEST RELATION EXECUTIVE (GRE) IN CUSTOMER HANDLING AND SATISFACTION " under the supervision and guidance of "MR Jok Bahadur Thapa" is partial fulfillment of the requirements for the degree of "Bachelor of Hotel Management (BHM) at Pokhara university". This is my original work and I have submitted it anywhere else.

Aarya Baral

December 2024

BONAFIDE CERTIFICATE

This is to certify that the project work titled "ROLES OF GUEST RELATION EXECUTIVE(GRE) IN CUSTOMER HANDLING AND SATISFACTION" submitted by Aarya Baral (Roll No, 21155169) for the partial fulfillment of the requirements of BHM embodies the bonafide work done by him/her under my supervision.

.....

Jok Bahadur Thapa

P.W. Supervisor

January, 2025

.....

Prakash Regmi

(Principal)

Acknowledgment

I am profoundly grateful to everyone who has contributed to the successful completion of this project. Their unwavering support, guidance, and encouragement have been invaluable throughout this journey, and I owe them a debt of gratitude.

First, I sincerely appreciate my project supervisor, Mr. Jok Bahadur Thapa, for his exceptional mentorship and continuous guidance. His expertise, patience, and insightful feedback were instrumental in shaping this project's direction and quality. His encouragement during challenging times motivated me to push forward, and I am truly grateful for his invaluable support.

I also deeply appreciate the faculty members of [Pokhara University/NTHMC] for their dedication to imparting knowledge and nurturing my academic growth. Their commitment to education and willingness to share resources have provided me with a strong foundation in my field of study, enabling me to undertake and complete this project successfully.

My sincere thanks go to all the participants who generously volunteered their time and shared their valuable insights. Their contributions were essential to the empirical aspect of this research, and without their cooperation, this project would not have been possible. I am deeply grateful for their willingness to participate and for the unique perspectives they offered.

Thank you

Aarya Baral

BHM, 6th Semester

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CHAPTER : ONE

INTRODUCTION

1.1 Background of the study

In the hospitality industry, Guest Relation Executives (GREs) play a pivotal role in ensuring a memorable and satisfying experience for guests. As frontline employees, GREs are directly responsible for managing guest relations, addressing inquiries, resolving complaints, and ensuring that guests' needs are met throughout their stay. In an increasingly competitive market, customer satisfaction has become one of the most critical factors influencing repeat business, guest loyalty, and overall profitability. GREs, by creating positive guest interactions, significantly contribute to customer retention, building long-term relationships, and establishing a reputation for the establishment.

Nepal, with its thriving tourism sector, has witnessed an increasing demand for professional guest relations services. As the country attracts international tourists seeking unique cultural and adventure experiences, the role of GREs becomes crucial in shaping the visitors' perception of Nepal's hospitality services. However, despite the recognized importance of GREs, there remains a gap in understanding how their roles influence guest satisfaction and how they can further improve service delivery. This research aims to explore the impact of GREs on customer handling and satisfaction, identifying the challenges and opportunities that arise in their roles.

1.2. Statement of the Problem

The hospitality industry in Nepal is growing rapidly, but the effectiveness of guest relation services, especially the roles of GREs, remains under-researched. As the demand for quality service increases, there is a need to assess how GREs handle customer concerns and manage expectations to ensure satisfaction. While the importance of customer satisfaction in the hospitality industry is well-established, the specific challenges and strategies employed by GREs to meet guests' needs have not been adequately studied in the context of Nepal's tourism sector. Additionally, many smaller establishments in Nepal lack the resources to invest in specialized training for their GREs, which could impact their performance and, consequently, guest satisfaction. This study seeks to fill this gap by

examining the effectiveness of GREs in Nepalese hospitality services and their direct influence on guest satisfaction.

1.3. Objectives of the Study

The primary objectives of this study are:

1. To examine the role of Guest Relation Executives (GREs) in customer handling and satisfaction in the hospitality sector.
2. To identify the challenges faced by GREs in managing customer expectations and complaints.
3. To assess the impact of GRE interactions on guest loyalty and repeat business.
4. To explore strategies and best practices employed by GREs to enhance guest satisfaction.
5. To provide recommendations for improving the effectiveness of GREs in the Nepalese hospitality industry.

1.4. Need and scope of study

This study is significant for several reasons:

- **Contribution to the Hospitality Industry:** By focusing on the role of GREs, the research will contribute valuable insights into the ways guest interactions influence satisfaction, helping hospitality establishments enhance their service quality and customer retention strategies.
- **Improving Service Delivery:** The findings from the study will provide recommendations on how to improve GRE performance, training, and operational strategies to better serve customers, thus enhancing the overall guest experience.
- **Filling the Research Gap:** While studies on customer satisfaction and service quality in hospitality exist, the specific focus on the roles of GREs in Nepal has been underexplored. This research addresses this gap and adds to the existing body of knowledge.
- **Support for Policy Development:** The results can guide hotel management in developing policies, practices, and training programs for GREs that align with customer expectations and improve satisfaction levels.

1.5. Review of the Literature

The role of GREs in the hospitality industry has been the subject of numerous studies. According to Grönroos (2007), customer relations are crucial for the success of service-based industries, with GREs acting as the main point of contact between guests and hotel management. Babin and Darden (1996) argue that effective guest handling leads to better customer satisfaction, which directly impacts customer loyalty. In the Nepalese context, tourism is one of the major industries contributing to the economy, yet there is limited research on how GREs influence customer satisfaction specifically within Nepal's hospitality sector.

Hennig-Thurau et al. (2002) discuss the role of frontline employees in enhancing guest loyalty, stating that personalization and empathetic service are essential elements in creating a satisfying guest experience. Additionally, Cichelli and Duggirala (2019) highlight the importance of continuous training and development for GREs to improve service delivery. Ladhari and Michaud (2015) emphasize the need for a customer-centric approach, suggesting that GREs' ability to address guest concerns quickly and effectively is critical to achieving high satisfaction.

Despite these findings, a gap remains in understanding how these general principles apply within the context of Nepal's hospitality industry, where cultural differences and resource limitations may affect service delivery.

1.6. Research Method

This study employs a mixed-methods approach to provide both qualitative and quantitative insights into the roles of GREs in customer handling and satisfaction. The research will involve data collection through surveys and semi-structured interviews. Surveys will be distributed to guests, while interviews will be conducted with GREs and managers in various hospitality establishments.

1.6.1. Research Design

The research design involves both descriptive and exploratory elements. Descriptive research will be used to identify patterns and trends related to GRE performance and guest satisfaction. Exploratory research will help identify new factors and issues that have not been previously studied in the context of Nepal's hospitality industry. The combination of both approaches will provide a comprehensive understanding of the topic.

1.6.2. Population and Sample

The population for this study consists of two groups:

- **Guests:** Tourists who have recently stayed in hotels or resorts in Nepal and interacted with GREs. A sample of 100 guests will be surveyed to assess their satisfaction levels.
- **GREs and Managers:** Employees working as GREs and hotel managers in hospitality establishments in Nepal. A sample of 15 GREs and 5 managers will be interviewed to gain qualitative insights into the challenges and strategies involved in guest relations.

1.6.3. Data Collection Method

The primary data will be collected through:

- **Surveys:** A structured questionnaire will be distributed to guests who have interacted with GREs. The survey will gather quantitative data on their satisfaction levels, the effectiveness of GREs, and their overall experience.
- **Interviews:** Semi-structured interviews will be conducted with GREs and managers to collect qualitative data about their roles, challenges, and strategies for enhancing customer satisfaction. This data will provide deeper insights into the operational aspects of guest relations.

Secondary data will be collected from relevant literature, industry reports, and case studies to supplement the primary data.

1.6.4. Data Analysis Tool

The quantitative data will be analyzed using statistical tools such as descriptive statistics, correlation analysis, and regression analysis to identify trends and relationships between GRE performance and guest satisfaction. Qualitative data from interviews will be analyzed using thematic analysis to identify common themes and insights into the challenges and strategies employed by GREs.

1.6.5. Reliability and Validity

This study has several limitations:

1. **Geographical Limitation:** The study focuses only on hospitality establishments in Nepal, which may limit the generalizability of the findings to other regions.
2. **Sample Size:** The sample size for both guests and GREs is relatively small, which may affect the accuracy of the findings.
3. **Time Constraints:** The study is limited by the time frame available for data collection and analysis, which may prevent a more in-depth exploration of certain aspects of guest relations.
4. **Resource Limitations:** Limited resources may restrict the ability to collect data from a broader range of hospitality establishments, especially smaller businesses with fewer resources.

Despite these limitations, the study aims to provide valuable insights into the roles of GREs in enhancing customer satisfaction and offer recommendations for improving guest relations in Nepal's hospitality industry.

CHAPTER :TWO

DESCRIPTIVE ANALYSIS

2.1 Data presentation

This chapter deals with the presentation, analysis and interpretation of relevance and available data. Percentage analysis of Roles of Guest Relation Executive in Customer Handling and Satisfaction has been prepared which is directly extracted from questionnaire. Collected information and data are presented and analyzed on the following heading and subheadings.

2.1.1 Table and Chart showing Roles of Guest Relation Executive in Customer Handling and Satisfaction

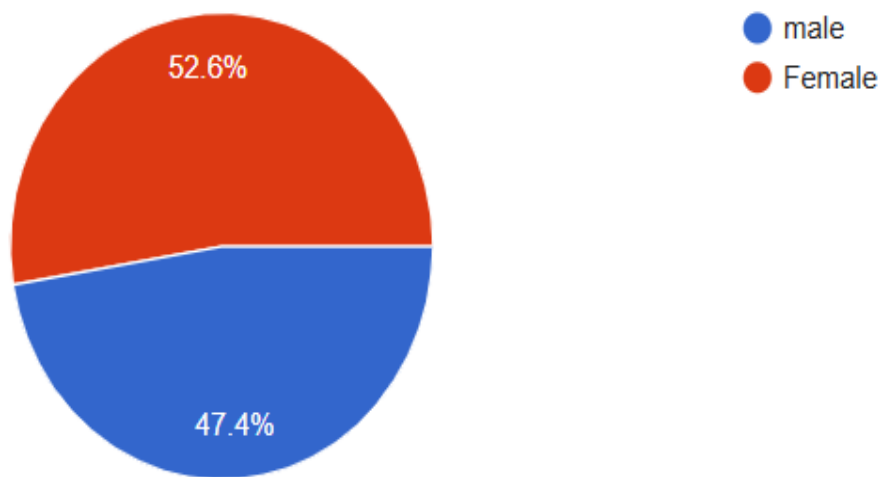


Fig: Classification of respondent by gender

This given pie chart reveals that out of total respondent selected as a sample for the survey, 50% are male and 50% were female.

2.1.2 Table and Chart showing age distribution

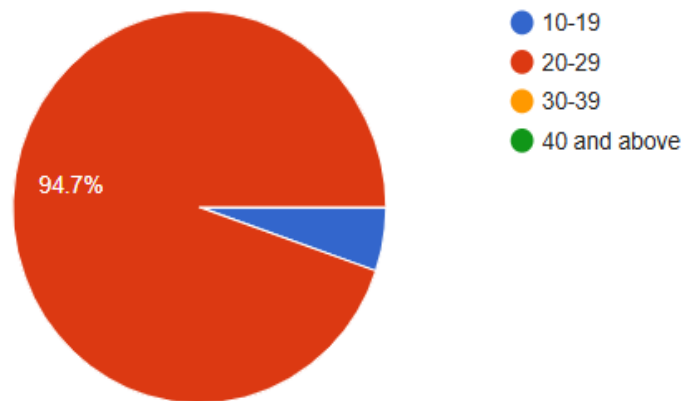


Fig: Age distribution chart

This given chart represent the age group of the respondent, which reveals that 94.4% of the respondents belong to 20 to 29 age group, 5.6% belongs to 10 to 19 age group.

2.1.3 Table and Chart showing familiar with the topic Guest Relation Executive

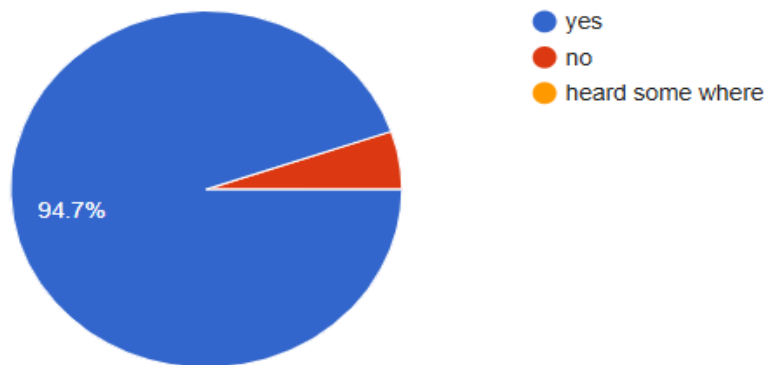


Fig: Showing familiar with the topic guest relation executive

This chart clearly demonstration, about 94.4% of the respondents where familiar with the topic guest relation executive. This shows that they observe the hotel GRE carefully when they visit any establishments.

2.1.4 Table and Chart showing the responsibility of GRE in customer handling

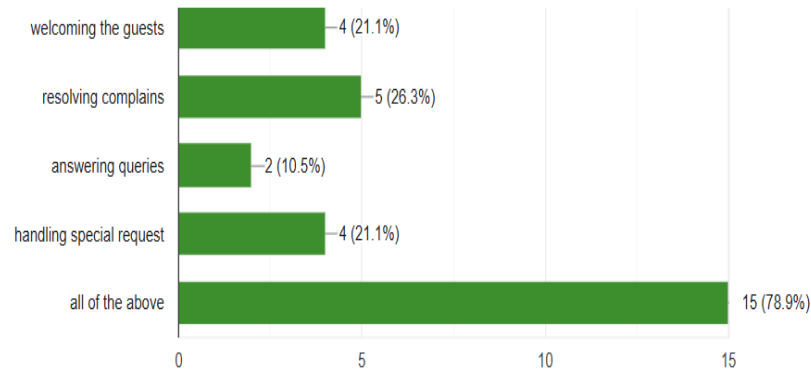


Fig: Responsibility of GRE in customer handling

The above chart demonstrates that 22.2% people thinks welcoming the guest is the responsibility of GRE, where as 27.8% people think resolving complains is the responsibility, similarly 11.1% of people thinks answering queries is the responsibility of GRE, 22.2% people think handling special request is the responsibility of GRE and 77.8% of people thinks that all of the above mentions points are the responsibility of the GRE.

2.1.5 Table and Chart showing how often does a GRE interact with customer directly

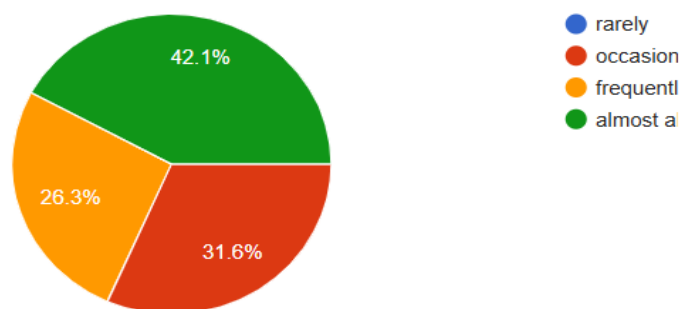


Fig: Often interaction with customer by GRE

This chart shows that the 44.4% of the responded says the GRE interact almost always, 22.2% of the responded says the GRE interact frequently and 33.3% of the responded says the GRE interact occasionally with the customer.

2.1.6 Table and Chart showing the essentials skill for a GRE

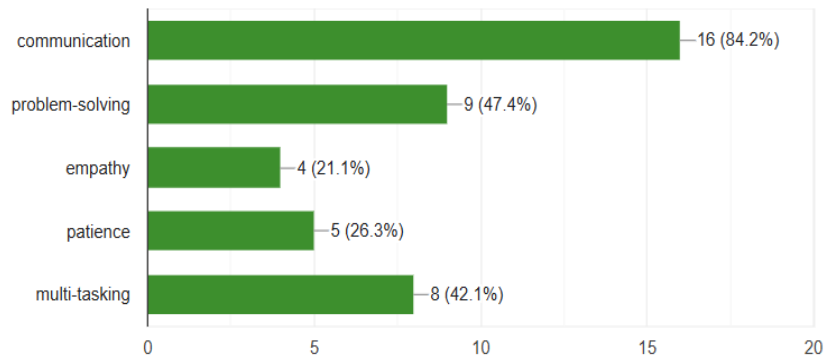


Fig: Essentials skill for a GRE

The above chart shows that 83.3% people says that communication skill is essentials, 50% of the people says problem solving skill is essential, 22.2% of the people say empathy is essentials, 27.8% of people say patience is essential and 44.4% of the people say that the multi-tasking is essential skill for a GRE to carry on.

2.1.7 Table and Chart showing how much influence does GRE have on a customer's overall experience and satisfaction

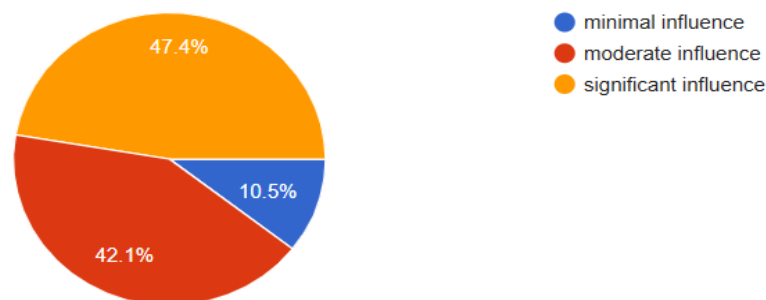


Fig: influence by GRE

The above chart shows that 50% of people are significant influence, 38.9% of people are moderate influence and remaining 11.1% of people are minimal influence by GRE.

2.1.8 Table and chart showing the measure does an organization use to assess customer satisfaction with the GRE Team

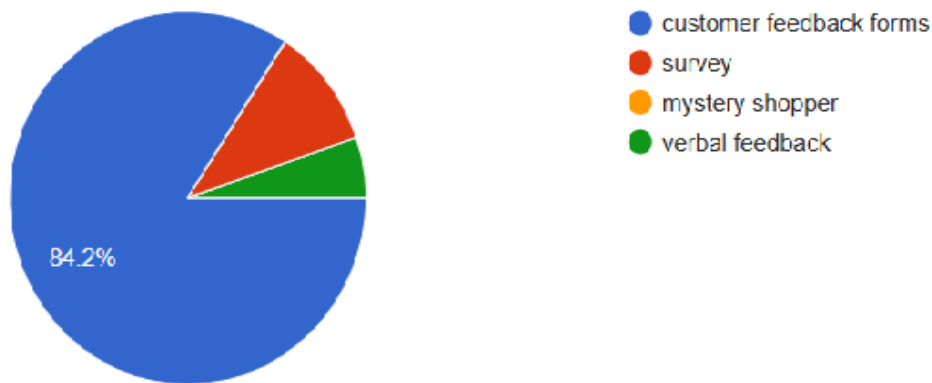


Fig: Measure of an organization use to assess customer satisfaction

The above chart demonstrates that 83.3% of people think that customer feedback, 11.1% of people think that survey and 5.6% of people thinks that verbal feedback measure an organization can use to assess customer satisfaction with the GRE Team.

2.1.9 Table and Chart showing how frequently do customer specifically mention GRE in feedback

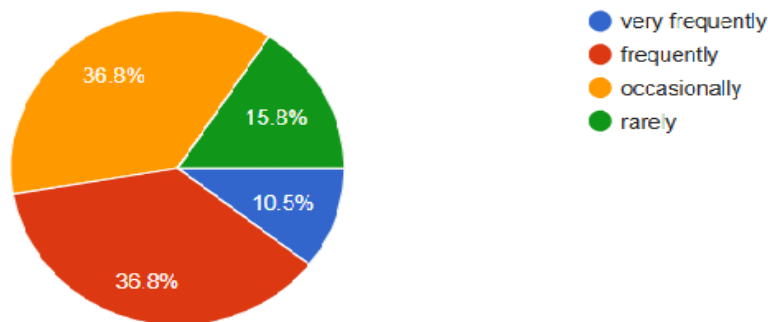


Fig: Mentioning GRE in feedback by the customer

The above charts show that 38.9% of the respondent says occasionally, 38.9% of the respondent says frequently, 11.1% of the respondent says very frequently and also 11.1% of the respondent say rarely the customer specifically mention GRE in feedback.

2.1.10 Table and Chart showing types of customer complains does the GRE most commonly address

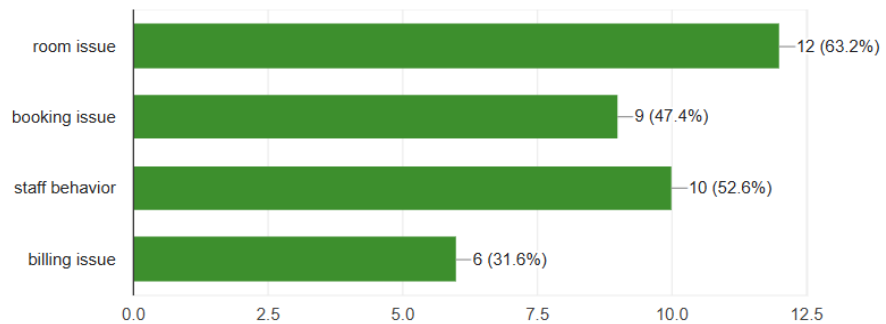


Fig: customer complains GRE handles

This above diagram illustrates that 61.1% of the respondent says room issue, 50% of the respondent says booking issue, 55.6% of the respondent says staff behavior and 33.3% of the respondent says billing issues are those issues that are commonly address by GRE.

2.1.11 Table and Chart showing how well do GRE handle unexpected situation or emergency

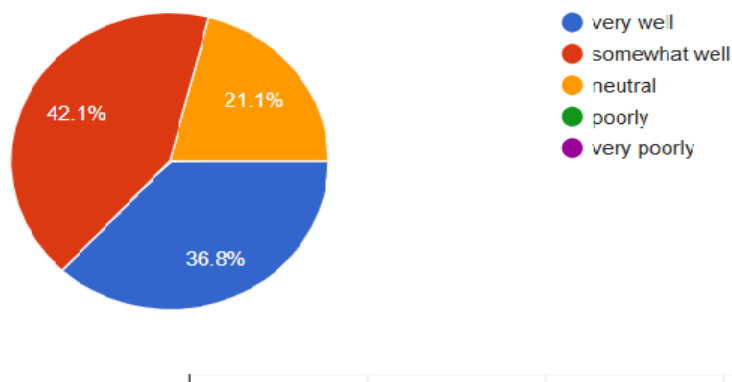


Fig: GRE handling unexpected situation or emergency

The above diagram says that 38.9% of the respondent says that GRE handle situation very well, similarly 38.9% of the respondent says the GRE handle situation somewhat well, where as 22.2% of the respondent says that GRE handle situation neutrally.

2.1.12 Table and Chart showing what kind of training or resources are provided to GREs to improve customer satisfaction

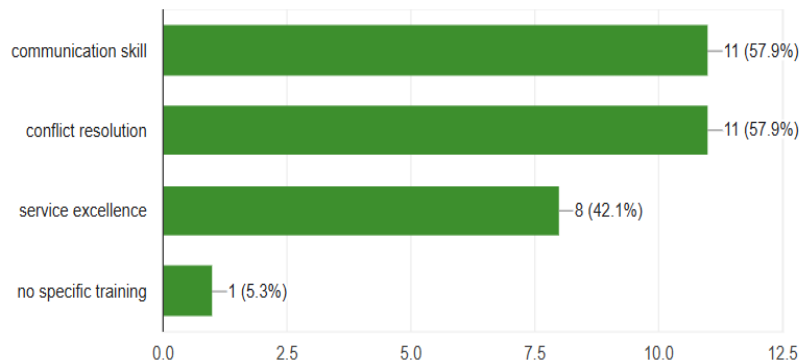


Fig: Training or resources provided to GRE to improve customer satisfaction

The above chart explains that 61.1% of the respondent thinks of communication skill, 55.6% of the respondent thinks of conflict resolution skill, 44.4% of the respondent thinks of service excellence and 5.6% of the respondent thinks no specific training and skill is required for GRE to improve customer satisfaction.

2.1.13 Table and Chart showing how frequently does organization provide customer service training to GRE's to improve customer satisfaction

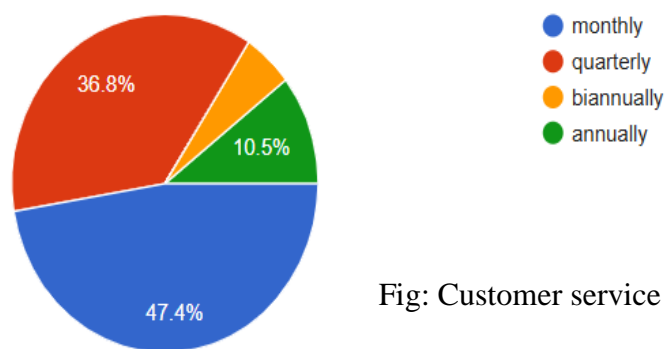


Fig: Customer service training providing

The above diagram show that 38.9% of the people thinks customer service training should be provided quarterly, 44.4% of the people thinks customer service training should be provided monthly, 11.1% of the people think customer service training should be provided annually and 5.6% of the people thinks customer training service should be provided biannually to a GRE.

2.1.14 Table and Chart showing the performance of GREs impact customer loyalty and repeat business

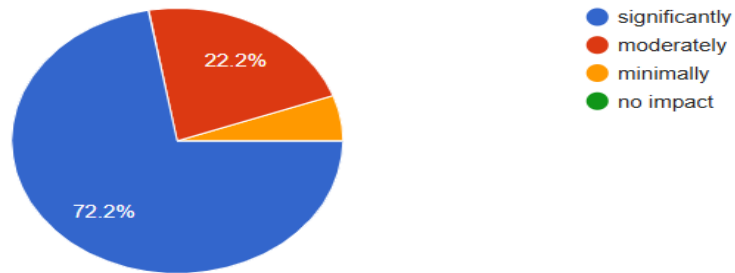


Fig: Chart showing the impact on the loyal customer

The above chart shows that 76.5% of the respondent say it impact significantly, 17.6% of the respondent say it impact moderately and 5.9% of the respondent say it impact minimally on the customer loyalty and repeat business

2.1.15 Table and Char showing scale of 1 to 5, how important you think the GRE role is in achieving high customer satisfaction.

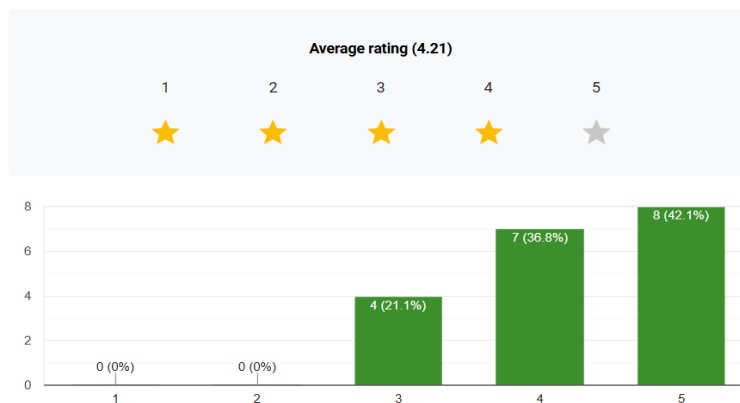
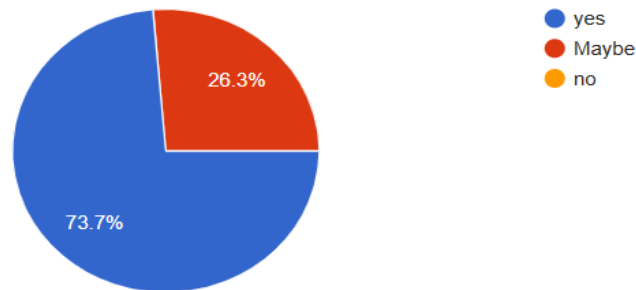


Fig: Scale rating from 1 to 5

The above rating scales clearly defines that 44.4% of the respondent have given 5star rating, 38.9% of the respondent have given 4star rating, and 16.7% of the respondent have given 3star rating on GRE roles is important in achieving high customer satisfaction.

2.1.16 Table and Chart showing recommend expanding the GRE role to enhance customer experience further.



The given chart demonstrates that 77.8% of the respondent have voted for yes and 22.2% of the respondent have voted for maybe.

2.2 Data analysis

The data analysis for this study will be done through some key steps that will ensure a thorough and systematic interpretation of the information collected. This includes defining the objective of the analysis, organizing and collecting data, creating visualizations, analyzing results, measuring Return on Investment (ROI), monitoring competitors, adjusting strategies, and reporting the findings.

Define Objective:

The data analysis, therefore, needs to determine how well GREs handle and satisfy customers, understand the key drivers of guest experiences, and identify strategies that can be used to improve the performance of GREs. This guides the analysis based on the roles of the GREs themselves, guest perceptions about the quality of the service, and how interactions with GRE influence overall satisfaction and loyalty.

Data Collection:

Data collection is carried out through both primary and secondary sources. Primary data has been collected through a survey of 100 guests and interviews with 15 GREs and 5 managers of different hospitality establishments. Secondary data has been obtained from the existing literature, industry reports, and case studies providing contextual and theoretical information. The survey provides quantitative data related to guest satisfaction, while the interviews provide qualitative insights on the role and challenges faced by the GREs.

Organize Data:

The organization of data comes right after its collection. Organization can be in some categorical information, which then becomes easy to analyze. For example, putting responses together on a spreadsheet or a database based on the ID numbers for quick identification, interview information is typed up and also coded by recognizing patterns in general and themes. Categorically, these fall under guests' satisfaction, service quality, performance based on the GRE test scores, and challenges GREs.

Create Visualization:

Graphs of various types, including bar charts, pie charts, and tables, are created to present the information in a form that is easily digestible. These include visualizations for key findings: the percentage of guests satisfied with GRE interactions, the frequency of specific challenges faced by GREs, and the relationship between GRE performance and overall guest satisfaction. Visualization aids in the identification of trends and makes data more accessible for interpretation.

Analyze Results:

Data analysis looks into the relationship between GRE performance and guest satisfaction. It summarises survey data using statistical tools, such as descriptive statistics, median, and standard deviation, whereas it uses inferential statistics (correlation and regression analysis) to test the hypotheses on the effect of GRE interactions on guest loyalty. The thematic analysis technique has been employed

for the qualitative data analysis of the interviews in order to obtain emergent themes that relate to GRE roles, challenges, and best practices.

Measure ROI:

The ROI is found by measuring the impact of GRE interactions on guest satisfaction, loyalty, and revenue generation. This is achieved by analyzing the relationship between positive GRE performance and repeat bookings, guest recommendations, and online reviews. Furthermore, financial implications for investing in training and development for the GREs are calculated by comparing improvements in guest satisfaction to potential revenue growth and brand loyalty.

Monitor Competitors:

Monitoring of the competitors involves assessing how competing hospitality establishments are implementing guest relations and comparing their strategies to the studied organizations. The review of competitors' online reviews, their social media interactions, and customer service practices, among others, can be considered in the study. By understanding the competitors' strengths and weaknesses, it identifies areas for improvement in the hospitality sector and further advises GREs on how best they can improve their competitive advantage.

Adjust Strategies:

From the developed analysis and competitor insights, strategies are adjusted and adopted to improve GRE performance and overall guest satisfaction. This may mean recommending changes to training programs, introduction of new technology for interaction with guests, or revision of the service protocols. The analysis will thus provide informed strategies to address resource or communication barriers commonly faced by GREs and will provide solutions on how best their effectiveness can be optimized.

Reporting:

The last phase of any analysis involving data will be the actual reporting of findings. These will then be communicated to the company in the form of a comprehensive report including an executive summary, itemized breakdowns, visualization of data, and other recommendations upon findings. Such a report would structure or allow one both the perspective of major key insights, for instance, guest satisfaction, or the specifics related to strategic improvement initiatives at both GREs. These findings and recommendations are supposed to help hospitality organizations improve their guest relationship and yield better customer satisfaction results.

The in-depth analysis of data will ensure that the research objectives have been achieved, which provides great insight into the roles and effectiveness of GREs and gives strategies that can be adopted to improve customer handling and satisfaction in the hospitality industry.

2.3 Findings and Discussion

- Out of 50 respondents, 52.6% (38) are female and 42.7% (12) are males. The analysis shows that a higher number of the respondent are female than male. Figure 2.1.1 and chart 2.1.1 shows the gender distribution is female 52.6% and male 42.7% male.
- Out of 50 respondents, 94.7% are those respondents who are between 20-29 age group. There are few 5.3% are those respondent who are between 10-19 age group. This shows the most of the respondent are youngster in figure 2.1.2 and chart 2.1.2.
- Among 50 respondents, 97.4% of the respondent are familiar with the topic Guest Relation Executive. There are few 5.3% of the respondent who are unfamiliar with the topic Guest Relation Executive which is clearly shown on figure 2.1.3 and chart 2.1.3.
- Among 50 respondents, 15 of the respondent thinks welcoming the guest is the responsibility of GRE. 8 of the respondent thinks resolving complain is the responsibility of GRE. 5 of the respondent thinks answering quires is the responsibility if GRE. 15 of the respondent thinks handling special request is the responsibility of GRE and 7 of the respondent thinks that all of the above is the responsibility of GRE in customer handling as per chart 2.1.4 and figure 2.1.4.
- Out of 50 respondents, 42.1% of the respondent observe that GRE are almost always interact directly with the customer. Likewise, 31.6% of the respondent observe that GRE are occasionally interacting directly with the guest and 26.3% of the respondent observe that GRE are frequently interact directly with the guest as per chart 2.1.5 and figure Likewise, out of 50 respondents 84.2% of the respondent thinks that communication is the essential skill for a GRE, 47.4% of the respondent thinks that problem solving is the essential skill for a GRE, 21.1% of the respondent thinks that empathy is the essential skill for a GRE, 26.3% of the respondent thinks that patience is the essential skill for a GRE and 42.1% of the respondent thinks that multitasking is the essential skill of a GRE as per chart 2.1.6 and figure 2.1.6
- Among 50 of the respondent, 47.4% of the respondent thinks that GRE significantly influence customer's overall experience and satisfaction, 42.1% of the respondent thinks GRE moderate influence customer's overall experience and

satisfaction, 10.5% of the respondent thinks GRE minimal influence customer's overall experience and satisfaction as per the chart 2.1.7 and figure 2.1.7.

- Out of 50 respondents, 84.2% of the respondent thinks that organization should use customer feedback forms to provide customer satisfaction with the GRE team, 10.5% of the respondent thinks that organization should use survey to provide customer satisfaction with the GRE team, 5.3% of the respondent thinks that organization should use verbal feedback to provide customer satisfaction with the GRE team as per chart 2.1.8 and figure 2.1.8.
- Out of 50 respondents, 36.8% of the respondent analyze that customer mention GRE occasionally in feedback, 36.8% of the respondent analyze that customer mention GRE frequently in feedback, 15.8% of the respondent analyze that customer mention GRE rarely in feedback and 10.5% of the respondent analyze that customer mention GRE very frequently in feedback as per chart 2.1.9 and figure 2.1.9.
- Among 50 of the respondents, 63.2% of the respondent thinks that GRE most commonly address room issue, 47.4% of the respondent thinks GRE commonly address booking issue, 52.6% of the respondent thinks GRE most commonly address staff behavior and 31.6% of the respondent thinks that GRE most commonly address billing issue as per chart 2.1.10 and figure 2.1.10.
- Likewise, out of 50 respondents 42.1% of the respondent thinks that GRE handle unexpected situation or emergency somewhat well, 36.8% of the respondent thinks that GRE handle unexpected situation or emergency very well and 21.1% of the respondent thinks that GRE handle unexpected situation or emergency neutrally as per chart 2.1.11 and figure 2.1.11.
- Likewise, out of 50 respondents 57.9% of the respondent thinks that communication skills training should be provided to GRE, 57.9% of the respondent thinks that conflict resolution training should be provided to the GRE, 42.1% of the respondent thinks that service excellence training should be provided to the GRE and 5.3% of the respondent thinks that no specific training should be given to GRE to improve customer satisfaction as per chart 2.1.12 and figure 2.1.12.
- Out of 50 respondents, 47.4% of the respondent thinks organization should monthly provide customer service training, 36.8% of the respondent thinks organization

should quarterly provide customer service training, 10.5% of the respondent thinks organization should annually provide customer service training and 5.3% of the respondent thinks organization should biannually provide customer service training to GRE to improve customer satisfaction as per chart 2.1.13 and figure 2.1.13.

- Likewise, out of 50 respondents 72.2% of the respondent thinks that GRE have significantly impact on customer loyalty and repeat business, 22.2% of the respondent thinks that GRE have moderately impact on customer loyalty and repeat business and 5.6% of the respondent thinks that GRE have minimally impact on customer loyalty and repeat business as per chart 2.1.14 and figure 2.1.14.
- Similarly, out of 50 respondents, from 1 to 5 scale rating 42.1% of the respondent have given scale of 5star rating, 36.8% of the respondent have given scale of 4star rating and 21.1% of the respondent have given scale of 3star rating on how important the GRE role is in achieving high customer satisfaction according to chart 2.1.15 and figure 2.1.15
- Out of 50 respondents, 73.7% of the people recommend to expanding the roles of GRE to enhance customer experience and 26.3% of the people thinks maybe they recommend to expand the role of GRE to enhance customer experience as per chart 2.1.16 and figure 2.1.16

CHAPTER : THREE

SUMMARY AND CONCLUSION

3.1 Summary

This research has focused on the important role of Guest Relation Executives in customer handling and satisfaction in the hospitality industry. It is expected that the GREs, being the contact employees, should be able to provide personalized, quality services, address the needs of guests, and resolve problems in real time. The study explores the impacts of the interactions by the GRE on guest satisfaction and probes into the challenges GREs face in delivering excellent service. It also assesses strategies that could be used to improve the performance of GREs and their overall contribution to hospitality organization success.

It employs a mixed-method approach, wherein it uses both qualitative data generated from interviews of GREs, managers, and guests, as well as quantitative data collected from the surveys. Primary data will help in acquiring information regarding how effective GRE interactions have been in the research study and the impact that they have on guest satisfaction. Secondary data would include already available literature and industrial reports, which contextualize findings to enhance the subject matter.

Key findings of the study indicate that GREs are the eminent coverage in determining guests' perceptions of the service quality, affecting their satisfaction, loyalty, and recommendation. Personalization, empathy, and working out problems are seen as important elements of a positive guest experience. The study has also uncovered many problems that occur with GREs, including insufficient training, resource limitations, and high rates of staff turnover. Moreover, technology integration, continuous training, and organizational support are necessary for enhancing the performance of GREs.

The study also discusses how hospitality organizations can better achieve optimal performances from their GREs through strategies that include personalized service to guests, efficient communication through technology, and professional development in a

continuous manner. Discussion also covers the impact of a favorable work environment and recognition of excellent performance by GREs.

3.2 Conclusion

In summary, GREs contribute significantly to any business enterprise in the hospitality industry, where guest satisfaction, loyalty, and brand reputation are all key outcomes. This study reinforces the idea that GREs are not just service providers but key players in crafting memorable, personalized experiences for guests. Interaction with them can make a big difference in how a guest perceives the establishment and the impact it has on the success of an organization in the long run.

While GREs can play a vital role in creating positive guest experiences, there still remain a number of challenges, including improving the training, providing relevant resources, and integrating technology to be able to streamline communication and effectively deliver services. Meeting these would go a long way in enabling GREs to provide superior service, lead to higher levels of guest satisfaction, and repeat business.

The study thus recommends that hospitality organizations invest in continuous training programs, technological support, and an enabling work environment to facilitate GREs' best performance and contribute to an improved quality of guest relations, which can offer a competitive advantage in the hospitality industry.

Moreover, the GREs need to be empowered with tools and knowledge to adapt since the hospitality industry keeps evolving with the development of technology and changes in the expectations of guests. Future research could also look into the specific technological tools that might enhance the performance of GREs or even the long-term impact of training programs on customer satisfaction.

Overall, this study showed how GREs form critical links in shaping customer perceptions and underscored the need to support them through training, technology, and organizational strategies in order to guarantee the highest levels of guest satisfaction along with organizational success.

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APPENDIX

1/30/25, 7:45 PM

Questionnaire: Roles of Guest Relation Executive(GRE) in customer handling and satisfaction

Questionnaire: Roles of Guest Relation Executive(GRE) in customer handling and satisfaction

Greeting everyone,

I am Arya Baral, student of Nepal tourism and hotel management college. I am currently in sixth semester and i have prepared the questionnaire for a research purpose. My research topic is Roles of Guest Relation Executive in Customer Handling and Satisfaction. I would like to request you all to be honest and fill the forms accordingly. Your small support plays a significant role in my research.

Thank You

** Indicates required question*

1. Name *

2. Gender *

Mark only one oval.

☐ male

☐ Female

3. Age *

Mark only one oval.

☐ 10-19

☐ 20-29

☐ 30-39

☐ 40 and above

4. 4.Are you familiar with the topic Guest relation executive

Mark only one oval.

- ☐ yes
- ☐ no
- ☐ heard some where

5. 5. What are the main responsibilities of a GRE in customer handling

Tick all that apply.

- ☐ welcoming the guests
- ☐ resolving complains
- ☐ answering queries
- ☐ handling special request
- ☐ all of the above

6. 6. How often does a GRE interact with customer directly?

Mark only one oval.

- ☐ rarely
- ☐ occasionally
- ☐ frequently
- ☐ almost always

7. 7. Which of the following skills do you considered essential for a GRE?

Tick all that apply.

- ☐ communication
- ☐ problem-solving
- ☐ empathy
- ☐ patience
- ☐ multi-tasking

8. 8. How much influence does a GRE have on a customer's overall experience and satisfaction?

Mark only one oval.

- ☐ minimal influence
- ☐ moderate influence
- ☐ significant influence

9. 9. What measures does a organization use to assess customer satisfaction with the GRE team?

Mark only one oval.

- ☐ customer feedback forms
- ☐ survey
- ☐ mystery shopper
- ☐ verbal feedback

10. 10. How frequently do customer specifically mention GRE in feedback?

Mark only one oval.

- ☐ very frequently
- ☐ frequently
- ☐ occasionally
- ☐ rarely

11. 11. What types of customer complaints does the GRE most commonly address?

Tick all that apply.

- ☐ room issue
- ☐ booking issue
- ☐ staff behavior
- ☐ billing issue

12. 12. How well do GREs handle unexpected situations or emergency?

Mark only one oval.

- ☐ very well
- ☐ somewhat well
- ☐ neutral
- ☐ poorly
- ☐ very poorly

13. 13. What kind of training or resources are provided to GREs to improve customer satisfaction?

Tick all that apply.

- ☐ communication skill
- ☐ conflict resolution
- ☐ service excellence
- ☐ no specific training

14. 14. In you opinion, how frequently does a organization provide customer service training for GREs?

Mark only one oval.

- ☐ monthly
- ☐ quarterly
- ☐ biannually
- ☐ annually

15. 15. How does the performance of GREs impact customer loyalty and repeat business

Mark only one oval.

- ☐ significantly
- ☐ moderately
- ☐ minimally
- ☐ no impact

16. 16. On the scale of 1 to 5, how important do you think the GRE role is in achieving high customer satisfaction?

1	2	3	4	5
<hr/>				
☆	☆	☆	☆	☆
<hr/>				

17. 17. Would you recommend expanding the GRE role to enhance customer experiences further?

Mark only one oval.

- ☐ yes
☐ Maybe
☐ no

18. 18. How do you think a GRE helps in customer handling and satisfaction?
Your opinion:

19. *Mark only one oval.*

- ☐ Option 1
