

CHAPTER I INTRODUCTION

1.1 Background of Problem

The hospitality and tourism sector stands out as one of the world's most rapidly evolving fields. It serves as a primary example of globalization in action, substantially strengthening the intricate web of global social, political, and economic systems (Mazur & Halko, 2024). This sector plays a critical role in fostering economic growth, creating jobs, and promoting cultural exchange. However, with the rapid globalization and increasing competition within this industry, the expectations of travelers and guests have reached unprecedented levels.

According to research Prasad (2020), excellence in service delivery is a foundational pillar of success within the hospitality sector, directly shaping guest satisfaction and fostering loyalty. For lodging establishments, particularly high-end resorts, a superior standard of service provides a distinct competitive advantage, fortifies their reputation among sophisticated travelers, and consequently, enhances financial performance. Within the hotel industry, the paradigm of service quality is predominantly guest-centric, measured by the successful fulfilment of customer-defined standards (Nathalia et al., 2024).

In the context of the hospitality industry, service quality is conceptualized not merely as a technical benchmark but as a strategic philosophy. This philosophy is integral to the entire guest lifecycle, permeating every touchpoint from the pre-arrival phase through to post-departure evaluation. As such, it is indicative of an organization's commitment to personalized service standards and its capacity for adaptation to evolving consumer expectations. As stated by Shen (2024), for a luxury hotel to truly stand out in a crowded market, personalized service is essential. It's the most effective way to create a unique brand identity and delight customers.

By moving beyond a standard service model and tailoring the experience to each guest, a hotel forges a powerful emotional bond. From the guest's perspective, this is not just about having their needs met efficiently. It is a personalized attention that builds a deep sense of loyalty, turning a hotel stay into a lasting brand

relationship. The effective implementation of a high-quality service framework is a primary determinant of guest satisfaction and a key antecedent to brand loyalty.

According to Damayanti & Indrawati (2024), E-WOM can be defined as the online platform where customers exchange their opinions, firsthand experiences, and recommendations concerning a product or service. It stimulates positive electronic word-of-mouth and organic brand advocacy, which ultimately enhances the organization's competitive position and market standing. Achmad et al. (2023) finds that consumer satisfaction is established in the literature as a critical antecedent to favorable post-purchase behaviors. Specifically, elevated levels of satisfaction are directly correlated with an increased likelihood and intensity of positive word-of-mouth communication.

Adare Manor, located in County Limerick, Ireland, represents a paragon of excellence within the European luxury resort sector. Its market position is fortified by a compelling integration of opulent accommodations, rich historical character, and state-of-the-art facilities. While the resort's architectural beauty and scenic setting are significant assets, its primary competitive differentiator and the core of its acclaimed guest experience is a deeply ingrained culture of personalized and impeccable service. The foundation of exceptional guest satisfaction lies in providing the flexibility for each visitor to tailor their stay, ensuring their experience aligns perfectly with their individual expectations (Ilieva, 2023).

This strategic focus on service quality, above all else, underpins its status as a benchmark institution in the global hospitality industry. The importance of understanding how service quality is implemented at Adare Manor cannot be overstated. It is through meticulous planning, training, and execution that the resort has managed to consistently exceed guest expectations. According to Prayogi et al. (2024), the hallmark of service excellence is a commitment to providing superior value by diligently addressing customer needs while consistently surpassing their expectations in both preparation and execution.

By analysing the various elements that contribute to its success, such as staff training programs, the adoption of innovative technologies, and a strong focus on guest feedback, this study aims to uncover the key drivers behind Adare Manor's exemplary performance.

Furthermore, the management's approach to maintaining and enhancing service quality provides valuable insights into the strategies that other resorts can adopt to achieve similar levels of success. For instance, the balance between tradition and modernization at Adare Manor highlights how a resort can preserve its unique identity while meeting the demands of a modern, global audience.

In an era where customer expectations are continually rising, the lessons learned from Adare Manor serve as a roadmap for the hospitality industry. This research aspires to contribute to the academic and practical understanding of service quality, offering actionable recommendations that can inspire other resorts to elevate their standards. Ultimately, the findings of this study are anticipated to shed light on the broader significance of service quality as a cornerstone for sustaining competitiveness and ensuring long-term success in the global hospitality market.

The current literature analyzes perception-expectation gaps in the broader luxury segment but does not adequately address to explain the sustained success of multi-award-winning resorts specifically Adare Manor. Consequently, a significant research gap exists concerning the unique strategic imperatives and internal ecosystems that foster world-leading service.

This study addresses the lack of scholarly investigation into the sophisticated, behind-the-scenes architecture of service excellence. It moves beyond guest-facing metrics to empirically investigate the core organizational drivers operational strategies, human capital development, and leadership that are foundational to consistently achieving and maintaining the highest possible standards in global hospitality.

1.2 Problem Formulation

1. How is the quality of service at Adare Manor?
2. What are the principal factors that contribute to the success of Adare Manor in delivering exceptional service?

1.3 Purpose of Statement

The objective of this study is to analyze the service quality at Adare Manor to understand how it became the number one resort in Europe and the resulting impact on

guest satisfaction. This research will investigate the key factors contributing to its success, particularly a strong emphasis on guest feedback and to identify the specific strategies that have enabled the resort to achieve and uphold its high standards of excellence. Ultimately, the objective is to synthesize these findings into a strategic framework that establishes the benchmark for service excellence within the luxury hospitality industry.

1.4 Practical Rotation Timetable

Table 1.1 Practical Rotation Timetable

	Semester 1											
Week	1	2	3	4	5	6	7	8	9	10	11	12
Start Date	09	16	23	30	07	14	21	28	04	11	18	25
Month	Sep	Sep	Sep	Sep	Oct	Oct	Oct	Oct	Nov	Nov	Nov	Nov
Alsace	Yellow	Yellow	Green	Green	Blue	Blue	Pink	Pink	Red	Red	Yellow	Orange
Beaujolais	Green	Green	Blue	Blue	Pink	Pink	Red	Red	Yellow	Yellow	Green	Green
Chablis	Blue	Blue	Pink	Pink	Red	Red	Yellow	Yellow	Green	Green	Blue	Blue
Dezaly	Pink	Pink	Red	Red	Yellow	Yellow	Green	Green	Blue	Blue	Purple	Purple
Epernay	Red	Red	Yellow	Yellow	Green	Green	Blue	Blue	Pink	Pink	Red	Red

Life Skills	Kitchen	Restaurant Service	Accommodation Services	Information Technology	Front Office	Food Science
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