

Intersection of Social Etiquettes and Hospitality Industry – A Study

Preeti Tembey-Mahadik and Faiza Khan

Anjuman-I-Islam's College of Hotel & Tourism Management Studies & Research, Mumbai, India

Abstract: *This research paper explores the interaction between social norms and the dynamic hospitality sector. In a time when personalized experiences and outstanding service are of utmost importance, comprehending and navigating the intricacies of social etiquette has become essential for both guests and professionals in the hospitality field. This investigation examines the changing connection between these two realms, uncovering their mutual impact and the consequences for service quality and customer satisfaction. By shedding light on the complex relationship between social etiquette and the hospitality industry, this research paper offers valuable guidance for both industry stakeholders and scholars, fostering a deeper comprehension of the continually evolving landscape of service provision and social interactions in the contemporary world.*

Keywords: social etiquettes, hospitality, interpersonal communication

I. INTRODUCTION

Social etiquette plays a pivotal role in the hospitality industry, as it sets the foundation for creating positive guest experiences, fostering strong relationships, and ensuring the success of businesses within this sector. The primary goal of the hospitality industry is to provide exceptional service and ensure guest satisfaction. Proper social etiquette helps in creating a welcoming and respectful environment, making guests feel valued and appreciated. In the age of online reviews and social media, the reputation of a hospitality establishment can be significantly impacted by the behaviour of its staff. Observing social etiquette not only contributes to a positive reputation but also helps prevent negative reviews and public relations crises. Employees who demonstrate good social etiquette, such as politeness, attentiveness, and respect, can build lasting relationships with guests, leading to repeat visits and customer loyalty. Understanding and respecting cultural differences and social norms are essential for ensuring that guests feel comfortable and respected. Ignorance of cultural etiquette can lead to misunderstandings and uncomfortable situations. Proper social etiquette is often part of employee training programs in the hospitality industry. Social etiquette is fundamental in the hospitality industry, as it not only enhances guest satisfaction but also contributes to the overall success and sustainability of businesses within this sector. It creates a culture of respect, fosters customer loyalty, and enables hospitality professionals to navigate a diverse and ever-changing landscape with grace and professionalism.

Social Etiquette - How people interact with each other is dictated by social etiquette. Social etiquette is an accepted code of conduct displayed in regard to interpersonal communication. This ensures that the conversational exchange is polite, respectful and welcoming for all parties involved.

Hospitality Industry - The Hospitality Industry is a broad category of fields within the service industry that includes lodging, food and beverage services, event planning, theme parks, travel agency, tourism, hotels, restaurants and bars.

Objective

To understand the connection of Hospitality Industry with Social Etiquettes

II. EVOLUTION OF ETIQUETTE

Etiquette is an unwritten set of behavioural guidelines that individuals are anticipated to follow within their respective social groups. It holds a significance similar to written rules and outlines the appropriate behaviour for individuals in specific social settings, aiming to create a favourable impression on those in attendance. Etiquettes is a set of guidelines

that, when followed properly, creates a positive impression in the minds of the people you interact with. In addition to that, etiquettes also make a person behave in a professional manner and respond to situations in the most appropriate manner possible. Instead of merely sending out invitation cards with just the date and time of the party, they began including additional details such as information on the various courses, a map of the mansion, directions for parking their carriages, and so on. This practice was soon adopted by others, and before long, public establishments began displaying a set of guidelines on their entrance doors outlining the expected conduct of their visitors. Over time, the pronunciation of the word "estiquette" evolved into "etiquette," as a result of vowel-corruption. This change occurred because the use of the term extended beyond just cards, and certain standards that were previously observed only in aristocratic households had now become a part of everyday life. As a result, "etiquette" gradually adapted to encompass the concept of "prescribed behaviour."

Role of Social Etiquettes in Hospitality Industry –

Hospitality and Social etiquette are closely linked as they both pertain to the way people engage with one another in social contexts. Hospitality and Social etiquette are intertwined in guiding individuals' behaviour in social situations, emphasizing the importance of respect, consideration, and good manners. These shared principles contribute to positive and harmonious interactions among people.

Their connection can be illustrated as follows:

1. Welcoming and Inclusivity: Hospitality revolves around creating a welcoming and comfortable environment for guests, while social etiquette ensures that guests are treated with respect and courtesy, fostering a warm and inviting atmosphere.
2. Respect for Personal Space: Social etiquette guides individuals on respecting personal boundaries and space, which is particularly crucial in hospitality, where hosts must be mindful of their guests' comfort and avoid intruding on their personal space.
3. Politeness and Manners: Proper etiquette and politeness are integral in both hospitality and social interactions, shaping how a host or guest is perceived based on their adherence to social norms and conventions. Using courteous phrases like "please" and "thank you" offering a friendly greeting, and displaying gratitude are all examples of good manners that enhance the hospitality experience.
4. Communication Skills: Effective communication is essential in both hospitality and social etiquette. Hosts must communicate clearly and considerately with guests, while guests should engage in respectful and engaging conversations. Understanding conversational cues and being attentive are key aspects of both domains.
5. Punctuality: Social etiquette underscores the significance of punctuality, whether one is a host or guest. In hospitality, this means being prepared to receive guests at the agreed-upon time, while guests are expected to arrive on time as a sign of respect for their hosts.
7. Gratitude and Thankfulness: Expressing gratitude is a fundamental aspect of both hospitality and social etiquette. Hosts should express appreciation for their guests' choice to spend time with them, and guests should thank their hosts for their hospitality.
8. Gift-Giving: Giving and receiving gifts is a common practice in both hospitality and social etiquette. Hosts may offer small tokens of appreciation to their guests, and guests may reciprocate with gifts as a sign of respect and gratitude.
9. Discretion and Confidentiality: Both hospitality and social etiquette necessitate a degree of discretion. Hosts should respect their guests' privacy and not disclose personal information without permission. Similarly, social etiquette dictates that personal matters and sensitive information should be handled with care and confidentiality in social interactions.

IMPORTANCE OF SOCIAL ETIQUETTES IN HOSPITALITY INDUSTRY

Etiquette plays a crucial role in the hospitality industry, as it helps create a positive and memorable experience for guests. Etiquettes in the hospitality industry are not just a formality but a fundamental aspect of delivering exceptional customer service, fostering positive guest experiences, and building a strong reputation. Well-mannered and courteous staff contribute to the success and long-term sustainability of hospitality establishments.

The importance of etiquettes in hospitality can be summarized in several key points:

1. Guest Satisfaction: Etiquette and polite behaviour from hospitality staff can significantly impact guest satisfaction. Guests are more likely to return and recommend the establishment to others if they feel respected, valued, and well-treated.
2. First Impressions: The first impression of a hotel, restaurant, or any hospitality establishment is often formed by the interactions with staff. Good etiquette helps create a positive first impression, which can set the tone for the entire guest experience.
3. Building Relationships: Building lasting relationships with guests is essential for repeat business and brand loyalty. Courteous and respectful behaviour towards guests fosters a sense of trust and comfort, encouraging them to return.
4. Professionalism: Etiquette is a sign of professionalism in the hospitality industry. Staff who exhibit good manners, punctuality, and attention to detail convey competence and competence to guests.
5. Conflict Resolution: Etiquette is crucial when addressing guest complaints and resolving conflicts. Polite and empathetic communication can often diffuse difficult situations and turn negative experiences into positive ones.
6. Cultural Sensitivity: The hospitality industry serves guests from diverse cultural backgrounds. Understanding and respecting cultural differences is a vital aspect of etiquette, ensuring that guests feel comfortable and valued.
7. Teamwork: Etiquette also extends to interactions between staff members. A respectful and considerate workplace environment can enhance teamwork, communication, and overall job satisfaction.
8. Reputation Management: Word of mouth and online reviews can make or break a hospitality establishment. Guests are more likely to leave positive reviews and recommendations when they have experienced excellent etiquette and service.
9. Up-Selling and Cross-Selling: Polite and knowledgeable staff can effectively up-sell and cross-sell products and services, leading to increased revenue for the establishment.
10. Safety and Security: Etiquette and proper procedures are essential for guest safety and security. This includes adhering to safety protocols, ensuring guests' well-being, and handling emergencies professionally.
11. Guest Loyalty: When guests feel genuinely valued and respected, they are more likely to become loyal patrons of the establishment. This loyalty can lead to repeat visits and increased revenue.
12. Employee Retention: Etiquette and respectful treatment of staff by management can enhance employee satisfaction and reduce turnover. Satisfied employees are more likely to provide excellent service.

IMPACT OF SOCIAL ETIQUETTES ON CUSTOMER SATISFACTION & REPEAT BUSINESS

Social etiquette plays a significant role in customer satisfaction and can have a direct impact on whether customers choose to return to a business for future transactions. It encompasses the manners and behaviours that guide how individuals interact with one another in social and business settings. The impact of social etiquette on customer satisfaction is significant. When customers are treated with respect, courtesy, and consideration, they are more likely to have positive experiences and feel valued. Satisfied customers are more likely to become repeat customers, leading to increased business revenue and growth. Additionally, they may also become brand advocates, promoting the business through word-of-mouth recommendations. On the other hand, poor social etiquette can lead to customer dissatisfaction, negative reviews, and loss of business. Therefore, businesses that prioritize and consistently practice good social etiquette are more likely to foster customer loyalty and drive repeat business.

Challenges and conflicts that may arise due to differing cultural norms and expectations:

Different Communication Styles - Communication styles differ significantly among cultures and even within them. Language usage represents one facet of communication style, with variations in the use of certain words and expressions seen across different cultures. Another significant element of communication style relates to the emphasis placed on non-verbal communication. Non-verbal communication encompasses not just facial expressions and gestures but also extends to factors like seating arrangements, personal space, and the perception of time.

Different Attitudes Towards Conflict - Various cultures hold distinct views regarding conflict, with some considering it a constructive force, while others see it as best evaded. In the United States, conflict is generally seen in a negative light, yet individuals are typically encouraged to confront conflicts directly when they do emerge. Face-to-face discussions are typically suggested as the preferred method for resolving issues. In contrast, in numerous Eastern

nations, open conflict is perceived as uncomfortable or degrading, and it is customary to handle differences in a more subdued manner. Written communication may be the preferred approach for addressing such conflicts.

Different Decision-Making Styles - The way people participate in decision-making differs significantly across cultures. For instance, in the United States, it's common to assign decision-making authority to a subordinate, while in many Southern European and Latin American countries, there's a strong emphasis on individuals taking on decision-making responsibilities themselves. When decisions involve a group, the majority rule is often favoured in the U.S., whereas in Japan, consensus is the preferred approach. It's important to recognize that people's expectations about their roles in influencing decisions can be shaped by their cultural perspectives.

Different Approaches to Completing Tasks - Various methods of accomplishing tasks vary across cultures. These disparities arise due to variations in resource availability, differing assessments of the benefits linked to task fulfilment, diverse concepts of time, and contrasting perspectives on the integration of relationship-building and task-driven efforts.

The Role of training and education in ensuring that hospitality professionals are well-versed in social etiquette –

The Indian hospitality industry places a strong emphasis on professionalism and etiquette. Training helps employees develop essential professional skills, including effective communication, interpersonal skills, and professional conduct, ensuring a high standard of service delivery. Training and education play a crucial role in ensuring that hospitality professionals are well-versed in social etiquette. The hospitality industry relies heavily on interactions between staff and guests, and social etiquette is a fundamental aspect of providing exceptional service. Training and education are instrumental in equipping hospitality professionals with the social etiquette skills they need to excel in their roles. By fostering effective communication, cultural sensitivity, problem-solving abilities, and a deep understanding of guest expectations, the hospitality industry can provide outstanding customer experiences and maintain a positive reputation. Continuous investment in training and education is essential for ensuring that professionals in this field consistently meet the high standards of social etiquette required in their interactions with guests.

Examine the relationship between social etiquette and guest experience - Optimised guest experience in hotels is about ensuring your guest feels welcomed, satisfied, enriched, and that they got value for their money. It's important that the guest experience feels authentic and unique to every individual, so that it creates a lasting memory for the customer. The relationship between social etiquette and guest experience is a crucial aspect of hospitality and social interactions. Social etiquette refers to the set of customs, rules, and behaviours that govern how individuals interact in social situations, while guest experience pertains to how individuals feel and perceive their interactions and treatment as guests in various settings, such as hotels, restaurants, events, and private gatherings. The two are closely intertwined, and the observance of social etiquette can significantly impact the quality of a guest's experience. The relationship between social etiquette and guest experience is clear and significant. Adhering to proper etiquette in social interactions and hospitality settings can enhance guest satisfaction, create positive first impressions, and lead to repeat business and a positive reputation. It is essential for hosts, service providers, and individuals to understand and practice social etiquette to ensure a positive and memorable guest experience.

III. CONCLUSION

In conclusion, this research paper has explored the intersection of social etiquette and the hospitality industry, shedding light on the dynamic relationship between these two essential elements of human interaction and service provision. Throughout this paper, we have examined the multifaceted nature of social etiquette and its profound influence on the success of businesses within the hospitality sector. Moreover, we've seen that the hospitality industry is uniquely positioned to both shape and be shaped by social etiquette. As we move forward, further research and exploration of this intersection can provide valuable insights for both the hospitality industry and society as a whole. Ultimately, the success of businesses in this sector will continue to depend on their ability to navigate the ever-evolving landscape of social etiquette and create experiences that leave a lasting positive impression on their guests.

REFERENCES

- [1]. https://webofproceedings.org/proceedings_series/ECOM/EDSSR%202020/ZS8-W-259.pdf
- [2]. <https://www.pbs.org/ampu/crosscult.html>

- [3]. <https://www.thehotelschool.com/what-is-hotel-management-training.html#:~:text=Training%20helps%20employees%20develop%20essential,high%20standard%20of%20service%20delivery>
- [4]. <https://www.siteminder.com/r/trends-advice/hotel-guest-experience/guest-experience-hotels-customer-satisfaction/>