

# A Study on the Role of Local Insights: Guiding the Tourist for Exploring Surrounding Areas during Hotel Stay

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**Abstract:** *Strategic techniques are needed to guarantee hotel visitors enjoy an amazing stay, with the front desk staff playing a crucial part. This article emphasizes the significance of providing local knowledge to front desk employees so they may make tailored recommendations on eating out, shopping, and participating in nearby events and activities. Personalized visitor's guides and special benefits can go above and beyond tourist expectations and improve the whole experience, making their visit memorable and pleasurable.*

**Keywords:** Concierge Service, Extended Service, Local insights, sightseeing, exploring, surrounding areas.

## I. INTRODUCTION

You can use specific tactics to make sure your visitors enjoy their stay at your hotel to the fullest. Since the front desk is a crucial component of their stay, you can be confident that the department is giving them all the information they can. The following advice can help you exceed your visitors' expectations.

Visitors to hotels are frequently in an unfamiliar location when they arrive. Guidebooks and tourist information may be useful, but they cannot replace actual local expertise. Every team member in the front desk division should be knowledgeable enough about the surrounding area to help visitors who have inquiries about the area.

They should be able to offer recommendations for restaurants, the best places to shop, where to locate nearby events and sights, and what recreational pursuits are accessible. Making a special visitor's guide for your visitors is a useful strategy to impart advice. Hotels may also provide coupons, discounts, and a booking service for their visitors.

### 1.1 Objectives:

- To understand the role of Front desk for Local Insights of tourist.
- To know the importance of suggesting surrounding area information for tourist satisfaction.

## II. LITERATURE REVIEW

Author says that hotel front desk plays an important roll in guest satisfaction. Hoteliers may make sure that their front desk personnel is prepared to handle a variety of visitor interactions and situations by recognizing the psychological impact of front desk interactions and continually enhancing staff training and development. **(Haenraets, 2023)**

Since day trippers are not included in the official statistics yet account for a significant portion of total visitor expenditure, the author claims that include both tourists and day trippers in the calculations is a strength of this source of data. The only way to segment visitors into tourists and day visitors would be if one had access to individual transaction data, but the dataset that is currently accessible only offers information aggregated by tiles, making this impossible. **(Daniel Aparicio, 2021)**

A hotel concierge may be required to handle a variety of tasks, such as booking taxis or other forms of transportation for visitors, informing them about nearby attractions or points of interest, managing reservations for hotel amenities like spa services and the restaurant, and handling housekeeping requests. **(revfine, n.d.)**

The results show that service providers support the requirements for a luxury experience based on the demands and motivations of the client, which may add significance. By taking into account the various value expectations of the

consumer, the goal is to make the customer feel special. The luxury tourism industry seeks to offer hedonic or eudaimonic wellbeing experiences, wherein engaging in outdoor activities and social interactions results in intrinsic consumer value and experiencing value is generated by the customer's active participation. (Iloranta Riina, 2021)

### III. METHODOLOGY

Academic publications, industry reports, internet review sites, social media, and databases pertaining to the hotel and travel industries were employed in the study's secondary data gathering.

### IV. FURTHER RESEARCH SCOPE

Understanding the driving forces behind visitors' exploration, their favored pastimes, and how they seek out local suggestions may offer useful insights for both hotels and tourists.

One possible area of research is to find out whether customers value the recommendations, act on them, and report increased levels of satisfaction as a result.

Hotels may be able to better adapt their services by measuring the relationship between the accessibility of local information and customer satisfaction ratings.

The guest experience might be improved by looking at how hotels might adapt recommendations to specific interests and demographics.

### V. FINDINGS

The availability of "Local Insights" greatly increased customer satisfaction.

The guest involvement and happiness of hotels that actively involved their front desk staff in producing and disseminating "Local Insights" was higher.

### VI. CONCLUSION

"Local Insights" has shown to be an effective tool for boosting the comfort of hotel guests. Offering specialized local knowledge, suggestions, and distinctive services not only vastly improved customer satisfaction but also had a favorable effect on revenue growth and repeat business.

In conclusion, "Local Insights" benefits hotels by boosting guest loyalty, income, and sustainability in addition to guests by enhancing their stays. It emphasizes the value of individualized, regional experiences in the hospitality sector and establishes a benchmark for improving the overall guest experience.

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