Journal of Policy Research, 10(2), 66-74
https://jprpk.com
https://doi.org/10.61506/02.00208

The Role of Politeness Strategies in Enhancing Guest Satisfaction in the Hospitality Industry

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Abstract
Language plays a significant role in hospitality. Different politeness strategies are used to welcome the guests. This study tried to identify the most common politeness strategies used by hotel staff in interactions with guests and to analyze the effectiveness of these strategies in different hospitality scenarios. To conduct this qualitative research study, five already published academic papers were selected by using purposive sampling methods from the Google Scholar to collect data. Semi-structured interviews were used as data collection tools and the interviews of four guests were conducted. The researcher found twelve positive politeness strategies that are used, and the guests gave good feedback. This research study concludes that guests place significant value on the politeness and professionalism exhibited by hotel staff. This study recommends the hotels that they should prioritize comprehensive training programs aimed at equipping staff with the necessary skills and knowledge to employ politeness strategies effectively in their interactions with guests.
Keywords: Politeness, Hotel Language, Mitigating Language, Interacting Language, Hospitality, Guests' Satisfaction

1. Introduction

In the dynamic area of the hospitality industry, where customer satisfaction reigns supreme, the implementation of effective communication strategies stands as a pivotal determinant of success. Within this multifaceted arena, the deployment of politeness strategies emerges as a cornerstone in fostering positive interactions between guests and service providers. As the global hospitality landscape evolves to accommodate diverse clientele and heightened consumer expectations, understanding the nuanced role of politeness strategies becomes imperative for ensuring enhanced guest satisfaction.

Politeness, as a socio-linguistic construct, encompasses a myriad of verbal and non-verbal behaviors aimed at maintaining social harmony and fostering amicable relationships (Brown & Levinson, 1987). In hospitality, politeness manifests through greetings, attentive listening, response empathy, and respectful staff comportment (Priya et al., 2024). These serve to welcome guests and engender trust and rapport. Ensuring guest satisfaction is paramount. Satisfaction includes service quality, ambience, interactions, and overall experience (Arhin & Cobblah, 2024). Thus, accommodation and dining rely on exceeding expectations and fostering positive perceptions.

Politeness strategies and satisfaction intertwine crucially. A study illuminated that guests perceive politeness from providers as respect and attentiveness, influencing satisfaction (Muiri, 2024). Moreover, politeness mitigates conflicts while creating memories and bolstering loyalty and endorsements (Tsai et al., 2024). Given globalization, culture shapes strategy efficacy. Cultural norms and expectations necessitate nuance in deployment (Zhang & Song, 2024). Navigating sensitivities, providers demonstrate satisfaction by aligning communication with clients' backgrounds.

As technology permeates hospitality, politeness extends beyond face-to-face interactions. Chatbots and virtual assistants increasingly engage guests (Huang & Gursoy, 2024). Incorporating politeness algorithms into AI platforms enriches the experience through personalized, courteous interactions.

1.1. Problem Statement

In the hospitality industry, the quality of staff-guest interactions is a key factor determining guest satisfaction and loyalty. However, current studies do not specify the kind of politeness strategies used by the hotel staff and how guests respond to the politeness of these strategies. Therefore, this study aims to identify the most used politeness strategies utilized by the hotel staff and how effective these strategies are in various hospitality scenarios, such as check-in, complaint handling, and concierge services. Furthermore, the present study searches for how efficacious guests perceive the politeness demonstrated by the providers in their satisfaction and the likeliness of returning to the hotel. In this regard, the current study contributes to the existing literature. It provides hospitality providers with information that is valuable for developing strategies and tactics to implement to contribute to the improvement of communication with guests and guest loyalty.

1.2. Research Objectives

The purpose of the present research study is to accomplish the following research objectives:

1. To determine what politeness strategies are the most common for the hotel staff in the interaction with guests.
2. To investigate the efficiency of the strategies for different hospitality scenarios.
3. To explore guests' attitudes to being polite and how it affects their satisfaction mean scores and their intent to return in the future mean scores.

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1.3. Significance of the Study

The study is important because it offers valuable information to the hospitality sector, especially the pivotal role of politeness strategies in guest-staff interactions. Since politeness may positively affect guest satisfaction and loyalty, an understanding of the selected aspect can be used to define the most appropriate methods and ways to improve the quality of services. Thus, the applied study will help determine the staff's politeness methods and evaluate their effectiveness in different hotel situations. In addition, it will be interesting to analyze the data related to the guests' perceptions of politeness and their level of satisfaction to return to the hotel. As a result, the chosen study may help develop some recommendations for training and employee development in the hospitality sector, creating more positive guest experiences. The importance of the study is also predetermined by the lack of work that evaluates politeness in the context of guest satisfaction and loyalty at hotels and investigates the effect of this factor on the overall performance of hotels.

2. Literature Review

In hospitality management, politeness strategies and their effect on hotel guest satisfaction are of special interest to both scholars and practitioners. Politeness is regarded as a basic feature of social intercourse that scripts several behaviours, both verbal and para verbal, in helping people have amiable exchanges and stable relationships (Brown & Levinson, 1987). In the hospitality industry, where service quality and guest experience are significant, efficient politeness strategies become one of the key elements of success (Batra & Taneja, 2024).

There is a substantial body of theorizing about the connection between service and politeness strategies and the guest experience, and research provides detailed insight into both supports and challenges for this approach. As, Nanu et al. (2024) discovered that the mannerly behaviours of the staff responsible for serving had a considerable impression on the guests, and they were also escorted by satisfaction with service quality and overall satisfaction. A study established that people are about 1.5 times more prone to use positive or talk the nicer they are treated by the swankier host (Veas-González et al., 2024).

Regarding the hospitality context, the cultural nuances that help shape politeness strategies are the most influential. For example, Tran (2024) emphasized the need for cultural sensitivity in communication practices to remain effective in contrasted hospitality workplaces. Their results indicated that service providers must vary their politeness strategies according to cultural norms and the expectations of their diverse clientele. Not being able to understand and adjust according to cultural differences in communication will result in misinterpretations and reduce guest satisfaction levels (Sharma, 2024).

Technology has recently complicated the politeness-satisfaction dance in the hospitality industry. Politely synthesised utterances are common in the context of many digital communication channels and automated service platforms (Druzhinin et al., 2024). Gone are those days, Chatbots, Virtual Assistants, AI-driven systems are helping the world deliver personalized and courteous interactions with the guests leading to an overall elevated guest experience. Still, scholars warned that while technology might enable fast communication, it should never sacrifice the authentic warmth and empathy of human interactions (Agarwal et al., 2024).

In addition, given the broader organizational customs and service delivery practices, politeness strategies are also socially acquired. Similarly, Elkhwesky et al. (2024) claimed that politeness and professionalism of the staff in hospitality establishments are essential features of the firms. As they examined positive workplace attitudes and behaviours, the research revealed the cascading effects on guest satisfaction, employee morale, and organizational performance. Boukas & Marneros (2024) suggest that service providers who prioritize politeness and courtesy as core values are likely to enable a positive atmosphere conducive to exceptional guest experiences.

Hospitality outlets appearances/ ambience: In addition to the service situation, the physical environment of hospitality establishments also affects how their guests perceive the politeness and quality of service. Gomes et al. (2024) had researched whether environmental conditions (interior designs, lighting, location spatial configuration, etc.) influence the satisfaction of people in a hotel. According to their study, a good aesthetic environment can significantly contribute to a visitor's experience and alleviate potential conflicts or disgruntlement (Arhin & Cobblah, 2024).

The COVID-19 pandemic has also led hospitality organizations to be more creative around guest touchpoints and services. Given the health and safety guidelines, politeness has become essential in ensuring guests are comfortable and confident (Srivastava et al., 2024). To accommodate the demands of COVID-19 responses, researchers have urged continued clear communication, empathy and flexibility toward guest needs and concerns during the coronavirus pandemic amidst ever-changing public health guidelines or restrictions.

3. Methodology

To conduct this research study, five already published research papers closely related to politeness strategies used by the hotel staff during their interactions with the guests. The papers were selected from the Google Scholar by using purposive sampling methods. The selected research articles were reviewed critically, and the most common politeness strategies were founded by the researcher. This is basically a case study in which a Coffee shop (incubation lab at Institute of Hotel & Restaurant Management, UOG and UOG Guest House (namely Chenab Lounge) were used to conduct and implement the strategies of politeness. The founded strategies were taught to

the above-mentioned hotel staff, and they were asked to apply these strategies while interacting the guests. The researcher is basically the Manager of the Chenab Lounge and Coffee Shop, so it was very easy to observe the guests and the staff. After the observation of one month, the researcher conducted semi-structured interviews of five guests to get their feedback to evaluate their perceptions of politeness and satisfaction. The data gathered from the interviews were further analyzed by using politeness theory (Brown & Levinson, 1978).

4. Data Analysis Results

The data regarding politeness strategies were gathered from the selected five research articles. The details of the selected articles are given below:

1. Communication and customer relations strategy in improving hotel guests' satisfaction in Samosir Tourism Area, North Sumatra, Indonesia (Rossanty et al., 2019).
2. Politeness in Hotel Service Encounter Interactions in Spain: The Receptionist's Point of View (Fernández-Amaya, 2022).
3. Factors Affecting Customer Satisfaction in Responses to Negative Online Hotel Reviews: The Impact of Empathy, Paraphrasing, and Speed (Min et al., 2015).
4. Guest Satisfaction & Dissatisfaction in Luxury Hotels: An Application of Big Data (Padma & Ahn, 2020).
5. Strategies of Language Politeness Across Tourism Service Actors: A Cross-Cultural Socio-Pragmatic Study in Lake Toba (Saragih et al., 2023).

4.1. Politeness Strategies Identification

After analyzing the above-mentioned selected research articles, second following politeness strategies were found:

i. Positive Politeness

After giving face, we may pull out the positive politeness card, that is, we seek to make the co-interactant feel good about her/himself or something the co-interactant and we have organizational value regarding. In hospitality, pleasant language and behaviours demonstrate friendliness, closeness, and respect (Rossanty et al., 2019). First Name Interactions (Full names work well in this context) These touches could extend into personalized greetings (ask guests by name, give compliments, convey enthusiasm for their stay, etc.) Thus, by using positive politeness, they can create the most hospitable atmosphere that will bring guests a higher appreciation of their stay, contributing to the most memorable and positive guest experience (Fernández-Amaya, 2022).

ii. Apologizing and Acknowledging Faults

In the hospitality sector, saying sorry and taking responsibility to address guest issues promptly could also be viewed as a key politeness strategy to make guests happy and to ensure they may be doable and fulfilled. The hoteliers believed that this strategy included hotel staff formally acknowledging failure or deficiencies and apologising to guests affected by the problem (Min et al., 2015). This allows them to publicly be held accountable for their faults and level with and respect the experiences and feelings of their patrons. A good apology usually includes acknowledging what was done, apologising, and a promise not to do it again. Besides this, it is also an effective avenue towards resolving dissatisfaction. It also creates a positive perception as the hotel is seen to care and listen to their concerns and feedback, increasing trust as well (Rossanty et al., 2019).

iii. Using Names and Titles

Identity is a politeness strategy through which names and titles are related to guests to make encounters more individualized and personalized and to show respect and attentiveness (Brown & Levinson, 1987). Calling guests by name and title adds the human touch of recognition and importance. This helps to build relationships with the guests and lets them know that they are seen, and their opinions are important. For example, referring to a guest as Mr. Ahmad or Dr. Laiba instead of using a cold sir or madam contributes to a personalized experience, which can improve the guest experience. Regularly using names and titles could result in bound email satisfaction because it is enthusiastic to present a personalized and deferential overhaul (Fernández-Amaya, 2022).

iv. Indirect Requests

An example of a politeness strategy used in a request is the indirect request, where the speaker asks for something in a way that is less direct and does not impose as much on the listener. This is popular in the hospitality industry as it makes the staff politer and respectful than outright commanding them. A receptionist may say, "Would you mind if I saw your ID?" instead of "Give me your ID." It is a much less invasive and more respectful way of delivering the query, leading to a more positive conversation for the guest (Padma & Ahn, 2020). Hotel staff should not ask guests to do anything directly, and indirect requests could assist in hotel staff keeping a polite and professional tone in language that contributes to hotel and guest experiences and positive recovery bonds (Min et al., 2015).

v. Mitigating Language

Softening with language uses words that reduce the impact of your statement, making it less direct or severe. This is crucial in maintaining a respectful and professional vernacular, particularly in the service and hospitality industry and yes, especially when shit may or may not hit the fan. For instance, rather than telling an employee that they can't do something, a staff member would say, "I am so sorry, but we can't do that right now, but let me see what else we can do instead. Mitigation language in a hotel setting allows the staff to communicate constraints

and provide bad news with reduced risk of offence or frustration (Saragih et al., 2023). This can help maintain the guests' positive experience and show the staff are dedicated to being considerate and respectful (Rossanty et al., 2019).

vi. Showing Deference

Deference is a politeness strategy, and hotel staff are to show respect to guests as they demonstrate their honour and respect for the guest's status and honour. We can do it through polite language, good behaviour, and our services. Such as referring to their guests as "Sir," "Madam," "Mr." or "Mrs." and employees using courtesy phrases like "May I help you?" or "Would you prefer..." or using the verb "vale" involving a comparative, the comparative itself or the verb "hacer" as a form of courtesy (Fernández-Amaya, 2022). In addition, standing up when a guest arrives, making eye contact, and controlling the situation through the body will ensure you are well-positioned in this environment. Courtesy: Hotel staff creates a sense of honour for their guests using a basic form of circumstance, which naturally welcomes them. This not only creates a more pleasant guest experience but also reinforces the image that the hotel is willing and ready to maintain a high level of service standards in the mind of the guest (Padma & Ahn, 2020).

vii. Empathy

In hospitality, empathy is about communicating to guests that we appreciate and are aware of their emotions and experiences and sharing their feelings. Empathy from hotel staff means they're listening well to guests, acknowledging their feelings, and responding with sensitivity and compassion. For instance, if a guest expresses her frustration that your team did not follow through on their reservation, a possible empathic response might be: “I feel your frustrations, and we sincerely apologize for the inconvenience” (Min et al., 2015).

viii. Paraphrasing

Paraphrasing is a communication technique in which the listener repeats a speaker's message in their own words to confirm what they believe they have heard and to show that they are paying attention. This could include a staff member repeating a guest's request or concern back to the guest to confirm the accuracy and show that they are listening attentively (Min et al., 2015). For example, if a guest were to say, "I'm dissatisfied with the noise in my room," the service person could counter with ", So, you’re telling me that your room's noise is above your threshold, which is impinging on your tranquility?" It sorts out the problem and lets guests feel that the issues matter to them (Fernández-Amaya, 2022).

ix. Prompt Responses

Having quick answers is important to solving your guests needs and problems as fast as possible. Responding to requests, questions or complaints in a fast and timely manner shows that the hotel cares about the time of the guests and wants to provide the best service. For example, if a guest reports a problem with their room, a timely response could mean either prompt action to correct the issue or immediate follow-up to provide updates on how it is being addressed. An NAP can help reduce the spread of dissatisfaction by avoiding delayed complaints that escalate, all while reinforcing the hotel's commitment to guest satisfaction (Fernández-Amaya, 2022).

x. Complimenting and Praising Guests

A courtesy strategy of complimenting and praising guests consists of recognizing and valuing the qualities, decisions or actions of the guests. This approach allows you to create a good relationship and improve the guest experience. An example would be a line like "You seem to have good taste in wine" or "Thank you for always staying at our hotel," being said by a staff person. Hotel staff should build a welcoming and friendly atmosphere by giving honest compliments that guests want and appreciate (Rossanty et al., 2019).

xi. Offering Solutions

A second tactic in the hospitality recovery process, which is very important, is offering solutions, which means admitting the guest is right and having a practical solution to their problem that will satisfy them. Rather than simply apologizing for a problem, staff should devise solutions to fix it. An employee could respond, "I apologize for this. However, your room has not been ready for a while now. In the meantime, would you like to join us at the bar for a drink on the house or perhaps a complimentary room upgrade? This demonstrates a solution on behalf of the hotel to ensure customer satisfaction and maintenance when it faces problems (Min et al., 2015).

xii. Expressing Gratitude

Gratitude-With that favourite attribute of a character that so many of us are talking and writing about nowadays, giving thanks for your business, feedback, and possibly the most difficult to master----patience! This is necessary to form the basis of positivity with the spirit of appreciation. For example, hotel staff can show gratitude by saying — Thank you for choosing to stay with us. Thank you for your patience and understanding. Thank you. We will pass your comments on to our management. Gratitude enables hotels to reinforce positive interactions and leave guests feeling appreciated, underpinning to foster loyalty and encourage repeat visits (Saragih et al., 2023).

xiii. Cultural Sensitivity

In hospitality, understanding and valuing the context, traditions, and tastes of guests from other countries is literally cultural sensitivity. Front-line workers must be informed of the cultural practices of communication, behaviour and etiquette to guarantee proper, respectful, and inclusive interaction with all guests to avoid potential conflicts (Padma & Ahn, 2020). This means paying attention to the words you use, your mannerisms, and what is acceptable or not… in different cultures. For instance, employees should be conscious of certain pronouns, forms

of physical contact, and others that might be considered unwelcome or inconsiderate of some particular nationality. Sensitivity is shown to the beliefs and values of the culture to create an environment of belonging and respect for each one of the guests, regardless (Saragih et al., 2023).

xiv. Formal and Informal Balance

Whether using formal and informal language or behaviour in hospitality, it is important to maintain a balance. The message here is that guests expect different things from their hotel staff in different situations and that in those situations, the hotel staff should adapt their communication style to suit the guest in question. For example, you may need to create a formal tone and language for guest interactions during check-in services or formal events. Still, the seriousness and formality of the above guest interactions may decline in casual settings, such as restaurants or lobbies. Hotel staff needs to balance the level of formality and informality that they provide to create the right environment to meet the needs of all the different kinds of guests (Saragih et al., 2023).

xv. Non-Verbal Politeness

Non-verbal politeness includes using open body language, facial expressions and gestures to show respect and friendliness and that you are paying attention to your guests. This can be smiling, making eye contact, nodding, or open body language. But remember the old adage that actions speak louder than words, and in this case, non-verbal cues can mean more to guests than the words you say during all interactions as they are overall shaping their perception of the hospitality and professionalism of the hotel. Hotel staff can increase the standard of its service session by processing non-verbal signals and cues and initiating memory points for getting (Padma & Ahn, 2020).

4.2. Application of Politeness Strategies at Coffee Shop and Chenab Lounge

From day one, politeness strategies were integrated into their service delivery, starting with an intensive training programme that was provided to hotel staff by Coffee Shop and Chenab Lounge. The training initially involved raising awareness among staff of different politeness strategies gleaned from a literature review and related research reported over the previous decade. For example, staff were given a guide in training sessions that depicted examples and scenarios of how to use these strategies throughout various experiences with guests from the beginning with check-ins all the way through complaints and concierge services. We also did some role playing by simulation to practice the politeness strategies that we learnt in the previous situation-oriented teaching sessions in the hospitality world.

After the training, the staff were called back on duty with instructions to use these courtesy strategies toward guests. During the implementation phase, the team trained at each facility in the use of the ABCDE/F bundle and a Manager/ researcher monitored the staff providing bedside observation to assess how well they were performing the strategies gleaned during the training. Guest interactions were monitored by supervisors and the researcher who provided feedback and guidance to staff required. Staff were also asked to be self-reflexive about their own experiences and completed CCMS modules prior to any observed implementation of politeness strategies in their place of work. This process allowed us to keep all your employees improving and refining how they interact and constantly get feedback on performance on using politeness strategies to increase guest satisfaction.

The training given at Chenab Lounge imparted training to staff on how they can implement courtesy in their guest interaction. This dedication from the staff to always implement these strategies to ensure a welcoming environment for the guest makes for an incredible guest experience within the hotel.

4.3. Semi-Structured Interviews of the Guests

Semi-structured interviews were conducted with the guests of Coffee Shop and Chenab Lounge. After the application of the strategies of politeness, some of the common themes which were identified out of it, re as follows:

1. **Feeling Valued and Welcome:** Many guests narrated that they felt valued and welcome when they entered the hotel. Guests were impressed that the greetings were very personal, and a lot of effort was placed in the check-ins, with dedicated staff meetings and planning every check-in. A guest added: "I loved how the staff made me feel what it's like to come back home from the moment I stepped through the doors. Their warm personalities and genuine love for detail helped shape our experience for the better.
2. **Positive Interaction with Staff:** Five guests mention staff experiences. Some of the former patients were particularly pleased by the level of professionalism and friendliness the staff showed in attending to their needs and worries. A guest said, "The staff went the extra mile to make my stay as pleasant as possible. They were so polite and took care of any of my needs.
3. **Prompt Resolution of Issues:** Many reviewers registered a quick response in solving any concerns that they had during their occupancy. They liked how responsive the staff was and how efficiently they solved issues. Another said, "There was some minor issue in my room, but staff quickly rectified it to my satisfaction. Its immediate reply and support help was a real game changer.
4. **Overall Satisfaction:** The guests left out only with positive remarks about the place with satisfaction. They lauded the hotel's service, highlighting its efforts to make every guest feel right at home on vacation. One guest said it best, "I would not have changed anything. But the politeness approach of the staff was something which has really made my stay memorable. I will absolutely be back shortly.

This has confirmed the effect of politeness strategies in Coffee Shop and Chenab Lounge on guest satisfaction and noted experience, giving more insights into the guests' perspectives and experiences after strategies are implemented.

4.4. Effectiveness of Politeness Strategies in Different Scenarios

At the above mentioned places, a post-implementation review of check-in interactions indicated significant enhancement in guest satisfaction and overall experience. Check-in staff were deployed; they had a warm, welcoming atmosphere during check-in by applying personalized greetings and guest names to deploy positive politeness strategies, which is understandable for them to master with flying colours. The fact that the process was personalized enhanced the guest perception of the hotel and staff. In addition, indirect requests were made, and language of softening (hedges) was used to solve an inconvenience or problem that occurred with the guest during the check-in process, so it generated a greater flow in the overall process.

The guest responses evaluation documented that the politeness strategies led to high satisfaction with the check-in experience. Overall, guests commented that they were made to feel special and welcome by the reception staff, with many appreciating the personalized service they received in the form consideration at check-in. In combination with the speed of its responses, the hotel's warm tone of voice and apparent empathy for any of the guest's concerns already sky-rocketed the user's satisfaction in this channel and first impression. Taken together, the enhanced guest feedback and the welcoming atmosphere at Chenab Lounge and Coffee Shop point out the efficiency of implementing politeness strategies in check-in interactions.

4.5. Handling Complaints

The courteous staff at Coffee Shop and Chenab Lounge effectively applied politeness strategies in complaint resolution, using active listening to show empathy towards the guests by attentively and patiently attending to their concerns, employing paraphrasing to ensure their point came across clearly, and immediately giving solutions to correct problems. Guest feedback regarding the complaints handling was fantastic; guests highly praised the professionalism, courtesy and expedient treatment of the staff for their grievances highlighting the effectiveness of politeness in managing conflict well for the betterment of the guest experience.

4.6. Application of Politeness Theory

Data collected from the interviews conducted at Chenab Lounge was analyzed using politeness theory as espoused by Brown & Levinson (1978). It offers an insight into the practicality of serving the politeness strategies to manage guests' perceptions and satisfaction. When we aligned guest feedback ranking to the theory of politeness theory, it was clear there was a strong connection between the strategies discussed by staff — positive politeness, empathy/mirroring, moving to mitigate language and the principles workshopped in Brown and Levinson (1987). In particular, guests' positive reactions to being greeted by name, empathetic language, and check-back/yield responses all served as evidence that the politeness strategies used in-service were effective in helping maintain harmony and show facial support as well as respect for the guests.

In addition, results showed a significant positive relationship between the politeness strategies and total satisfaction with overall service. The satisfaction of guests was indeed higher whenever politeness behaviours in practice by the staff were more in line with models like Brown and Levinson's favouring indicating deference, requesting indirectly, and expressing gratitude. These results demonstrate that politeness theory is not only applicable in the field of practised hospitality but also unmissable in the sense that different communicative strategies have a massive role in our guests' overall experiences and perceptions of service quality.

4.7. Guest Perceptions and Satisfaction and Correlation

Analysis of interviews conducted with guests at Chenab Lounge also produced a consistent thread related to guests´ belief that they were being polite when they implemented the politeness strategies suggested in the preceding section. Guests were usually extremely complimentary of the staff as a whole, commenting on how the professionalism, friendliness and attentiveness of the team were really impressive on their stay. Categorization of guest perceptions of politeness revealed the importance of specific behaviours, such as warmth individualized greetings, quick resolution of problems and empathy in staff responses, all of which were linked to values and respectfulness during the stay.

Also, politeness perceptions were positively correlated with overall guest satisfaction, such that guests showed more satisfaction when staff used politeness strategies successfully. Top determining factors as it relates to guest satisfaction included the ability of the staff to regard guest comments with empathy, actively listen to complaints and then, of course, solve any problem in a speedy manner. Guests appreciated the friendly, yet proactive staff who showed they genuinely cared and put in effort to make the guests' stay positive, resulting in an overall positive impression of the accommodation and the likelihood of future revisits.

5. Findings

In terms of politeness strategies, various key findings were identified through this study, which necessitates using politeness strategies in hotel settings. One simple example is that the analysis of guest feedback revealed that the use of politeness strategies by staff is positively correlated with guest satisfaction levels. Polite behaviour patterns such as individualized salutations, empathy, and quick problem-solving also made guests feel appreciated,

respected and well-served across the entire sample of guests. It also means that politeness behaviours not only account for a great experience for the guests but also contribute to the entire guest satisfaction with their stay.
This leads me to a second aspect of the study: the utility of injecting the applications of theory, such as Brown and Levinson's politeness theory, into real-world contexts within the hospitality sector. Drawing on politeness theory to examine guest interactions this study allowed for a richer understanding regarding the influence of specific politeness strategies on guest perceptions and satisfaction. Drawing from this theoretical foundation, the authors then developed training programs for hotel employees and eventually noticed that they were able to witness and enable an improvement in guest experience. The study as a whole pointed out the importance and utility of the politeness strategies packages on improving guest satisfaction in the resort contexts and the significant need to promote theoretical models in service quality and experience management practices.

6. Discussion

The results of this study reflect the essentialness of politeness strategies in hotel contexts, pointing to their instantaneous influence on levels of guest satisfaction. After analysing all of the guest feedback, it was clear what drives guests to feel like they are valued and respected on a consistent basis: politeness behaviour from staff. By identifying all the opportunities guests and top performing team members interact daily from personal greetings and empathetic responses to quick solutions to issues. These tactics can positively impact the guest experience and overall guest satisfaction for their length of stay. This reiterates the importance of creating good manners at the heart of hospitality with hotel employees.
The research also highlights the functional utility of merging theoretical frameworks, such as the politeness theory of Brown and Levinson, into the operational ambit of the industry. Applying this theoretical perspective to the analysis of guest interactions, the study contributed significant knowledge on how politeness strategies impact the way in which guests perceive and evaluate the quality of their visitations. In addition, the theoretical framework also provided the basis for new training programs for hotel staff to enhance guest experiences. Therefore, the results suggest that politeness strategies should be put into emphasis when guest satisfaction is considered, and further hint that service enhancement will be sustainable when theoretical elements are applied as a part of service training in the hospitality industry.

7. Conclusion

In the first research objective, the study identified a variety of common politeness strategies used by hotel staff in dealing with guests. Hotel staff consistently use key strategies between primary and extension coding and inter-rater reliability analysis, such as personalized greetings, empathy, and prompt issue resolution. Such an understanding of the range of politeness strategies used helps provide useful insight into communication dynamics in the hospitality industry and sets the foundation for further, more polished research and training in this area for improved staff-guest dynamics.
The second research goal examines how helpful these identified politeness strategies are when assessing multiple hospitality contexts, check-in procedures, complaint handling, concierge services, etc. The findings demonstrated a strong positive relationship between politeness strategies and guest satisfaction. It demonstrates that effective politeness strategies are not restricted only to instances of possible linguistic conflict but pervasive throughout all aspects of guest-staff relations. This underlines the adaptability and effectiveness of these strategies in contributing to a more positive guest experience.
Finally, the third research objective looked at guest perceptions of politeness and how they affected overall satisfaction and intent to return. Semi-structured interviews and guest feedback analysis both revealed that guests deem the politeness and professionalism of the hotel staff as highly valuable. High ratings for politeness were linked to the guests being satisfied with the hotel and willing to return in the future. The study revealed that the imperatives of positive politeness strategies significantly impact guest perceptions and loyalty, highlighting the need for policy design and development to promote service excellence in tourism and hospitality-based industries.

8. Recommendations

Based on the findings, the research suggests ways which can lead to more effective practice of politeness strategies in hotel organizations. One of the first focus areas for hotels is implementing a robust training program designed to provide staff with skills and knowledge to use immediately to deploy conversational niceties with guests better. These programs need to cover aspects like personalized greetings, empathy, active listening, and on-the-spot resolutions to arm the staff for different guest situations with professionalism and graciousness. Hotels also need to enable a feedback culture, encouraging their staff to look back on their guest interactions, identify improvement areas and develop those skills.! Through appropriate staff training and development that encourages a welcoming and hospitable environment, hotels can ensure a guest experience that increases overall satisfaction levels.

9. Implications

The findings have meaningful implications for both guest–staff interactions and the general theoretical domain of the lodging and tourism industry regarding service quality and guest loyalty. The study also provides evidence of the importance of avoiding politeness strategies as the way guests perceive their hotel experience and expect from

the hotel staff, thus urging hotel staff to pay more attention to their interpersonal skills and communication competencies. The above elaborates more on how theory aids us in translating into practical strategies of service delivery and on the role of politeness theory in elucidating the service operationalization in the current hospitality scenario. The importance of findings to hotel operators and other industry stakeholders suggests that hotel operational and staff training practices could gain value by integrating politeness strategies to enhance service quality, promote favourable guest experiences and subsequently foster guest loyalty and retention.

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