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The experience economy in global tourism: the impact of premium service protocols on sustainable hospitality.

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The economy of experience in global tourism: impact of premium service protocols in sustainable hospitality

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Abstract

This article analyzes the influence of premium service protocols and guest experience management in the global short-term rental market. Through a literature review based on studies of consumer behavior and service management, the research demonstrates that standardizing service aligned with ecological awareness guidelines maximizes the satisfaction of the modern tourist. The study concludes that the implementation of specialized consultancies and operational manuals not only increases positive review rates but also promotes socio-technical sustainability by transferring knowledge to the local workforce.

Keywords: Experience Economy; Premium Hospitality; Consumer Behavior; Service Quality; Sustainable Tourism.

Abstract

This article analyzes the influence of premium service protocols and guest experience management in the global short-term rental market. Through a literature review based on consumer behavior and service management studies, the research demonstrates that service standardization aligned with eco-conscious guidelines maximizes modern tourist satisfaction. The study concludes that the implementation of specialized consulting and operational manuals not only increases positive review rates but also promotes socio-technical sustainability by transferring knowledge to the local workforce.

Keywords: Experience Economy; Premium Hospitality; Consumer Behavior; Service Quality; Sustainable Tourism.

Introduction

The global tourism market has consolidated its transition from simply providing services to...

experience economy, a concept widely supported by Pine and Gilmore (1998).

In this new configuration, travelers are not only looking for adequate physical infrastructure, but also demanding...

Highly personalized interactions that add emotional value to the stay. In the rental sector of

This season, this paradigm shift transferred the competitive axis from geographic location to...

Excellence in hospitality management.

The introduction of sustainable practices in this premium service context represents progress.

analytical in tourism literature. As noted by Parasuraman, Zeithaml and Berry (1988) in

His studies on service quality (SERVQUAL model), tangibility, and empathy are...

key determinants of customer satisfaction. When managers implement protocols of

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Their service focuses on reducing environmental impact and guides guests in a fluid manner.
They transform sustainability into a tangible component of perceived quality.
Given this, the central objective of this research is to investigate how the structuring of protocols of
Customer service and consulting in the hospitality industry affect the competitiveness of vacation rentals in Brazil.
international context. The analysis seeks to demonstrate that the development of operational manuals
Robust systems and the training of local teams are indispensable steps to ensure standardization,
Customer satisfaction and the continuous promotion of responsible tourism on a global scale.

Methodology

This study is based on qualitative and descriptive research, using the
A systematic literature review to support the analyses of service management. The scope
The methodological approach involved surveying scientific articles indexed in the Scopus and platforms.
Web of Science, prioritizing publications in the areas of consumer behavior, economics, and...
Hospitality experience and management, with a focus on the last decade of evolution.
from the short-term rental sector.
In addition to the theoretical review, the article incorporates data and guidelines consolidated by
international organizations, such as reports from the World Tourism Organization (UNWTO,
2023), which map the new demands of the post-pandemic global tourist. The triangulation of these
References allow us to assess how the demand for more conscious tourism is altering requirements.
operational guidelines that managers should implement on the front line of customer service.
The analysis structure was segmented into five operational dimensions, essential for the
Understanding the phenomenon. Initially, the evolution of tourist behavior is discussed. In
Next, the premium service protocols are detailed, followed by the strategy of
Sustainable communication with the guest. Finally, quality management metrics are explored.
in conflict resolution and the importance of knowledge transfer to the ecosystem.
tourist.

1. The Experience Economy and the Behavior of the Global Tourist

The dynamics of the short- and long-term rental market have changed profoundly as...
Digital booking platforms have democratized global access to different types of properties.
Studies by Sigala (2019) show that this expansion has generated a phenomenon of hyper-competition.
where excessive standardization, previously seen as a quality in traditional hotels, has become

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perceived as a failure to deliver authentic experiences. The contemporary tourist seeks
Accommodations that reflect the character of the destination and offer exclusive service.
This search for authenticity is intrinsically linked to the emergence of a more discerning consumer.
critical and aware of the environment. The academic literature on behavior of
Consumers point out that purchasing decisions in the travel sector are heavily influenced by
Ethical values of properties (Budeanu, 2007). Global travelers prefer to invest capital in
Businesses that demonstrate social responsibility, transforming the preference for environments.
Environmentally friendly practices are a market prerequisite, not just a niche. It is in this
context that specialized hospitality consulting assumes a strategic role.
Real estate portfolio managers have identified that it is not enough to acquire a good asset; it is
I need to actively manage how the customer interacts with this asset. The development of
Service protocols geared towards the long-term and short-term stay market have become
The most effective management tool for ensuring stable competitive differentiation.
The absence of a physical reception area, a characteristic inherent to most vacation rental properties,
It requires that the sense of welcome be projected virtually and physically even before arrival.
From the customer's perspective. Sending local guides, personalizing the welcome experience, and anticipating needs.
These are tactics that compensate for the absence of the constant "human factor," ensuring that the guest feels the
Support from a highly professional management team behind the scenes.
In conclusion, this initial analysis suggests that understanding the psychology of the new traveler is the foundation for...
Any profitable operation. The modern manager needs to map the customer journey holistically.
Structuring each touchpoint to generate trust, convenience, and simultaneously convey...
The sustainability values that underpin the management of the business.

2. Premium Service Protocols for Vacation Rentals

Delivering excellent service in hospitality requires transforming abstract concepts.
in rigorous operational routines. Operations management theory teaches that quality
Customer perception is directly proportional to the consistency of the service provided (Gronroos,
1984). In the temporary rental market, this consistency is achieved through the establishment
Standard Operating Procedures (SOPs) designed specifically to manage interactions
with the guest.
The structuring of these protocols should cover everything from the first virtual contact to the...
Post-checkout follow-up. Premium quality service includes greetings.
Customized services, clear communication about how the property works, and prompt support. So that

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These actions are executed flawlessly by different team members, the consulting firm in
Hospitality involves drafting manuals that stipulate response times, appropriate language, and...
The workflows to be followed in each situation.

Table 1 outlines the practical difference between reactive management models (common in hosts).
amateurs) and the premium protocols adopted by professional administrators focused on
sustainability.

Table 1: Comparison of Service Protocols in Vacation Rental Properties

Point Contact	Reactive Model (Amateur)	Premium and Sustainable Protocol (Professional)
Check-in	Automated and impersonal password delivery.	Personalized welcome, with an interactive guide on how to use your home efficiently. DOCX
available if the	customer reports a problem **during their stay .** Communication will only be	Proactive checking (soft-check) to ensure comfort and encourage the conscious use of resources.
Basic hotel **cleanliness**	standard **management ,** with high and disposal of amenities.	Smart replenishment, offering in-house recycling programs and reducing plastics.
checkout	Exclusive focus on inspecting damages.	Structured satisfaction survey and data collection for continuous improvement of protocols.

Analysis of the presented matrix reveals that professionalizing customer service does not require
Not exorbitant financial investments, but rather meticulous administrative planning.
By implementing clear processes, the company ensures that the level of service is identical for everyone.
For weekend guests and long-term corporate clients, solidifying the reputation.
of the brand in the global rental market.
In addition to ensuring satisfaction, these protocols have a direct impact on the platforms' algorithms.
distribution. Quick responses and predictable management generate a larger volume of
Highly rated reviews. These metrics improve ad ranking, increasing...
organic property occupancy rate demonstrating the direct financial return of
Impeccable service.
Finally, documenting these procedures protects the business against high staff turnover.
When premium service guidelines are formalized in strategic manuals, the
Management is able to train new employees quickly and efficiently, while maintaining standards.
of high quality regardless of changes on the operational front line.

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3. Sustainable Communication and the Guest Journey

Integrating eco-friendly practices into the guest's routine without creating friction is one of the biggest challenges.
Complex service management. Font and McCabe (2017) highlight that sustainable tourism
Communication often fails when it is interpreted as an imposition or an attempt to...
restricting customer comfort. Premium communication, therefore, must be based on reinforcement.
Positive, educating the consumer through service design.

Developing eco-conscious stay guidelines requires refinement. Instead of simply posting...
Strict rules regarding the use of air conditioning or water are implemented by administrative management.
Elegant visual and textual communications that invite the tourist to actively participate in
Local ecosystem. A guide to staying that suggests energy conservation practices and easy tips.
Recycling creates a cooperative environment, optimizing the environmental responsibility of
property without compromising the tourist experience.
This proactive approach also minimizes errors in the use of infrastructure. Tourists
International visitors are often unfamiliar with waste sorting systems or with...

The operation of local household appliances. By providing clear instructions, developed based on
Using advanced hospitality techniques, the company prevents damage to equipment and ensures that...
Recycling programs operate at maximum efficiency throughout the rental period.
The psychological impact of this careful communication is directly reflected in post-trip perceptions.
Guests tend to remember and mention in their reviews when they feel the property...
It offered a purpose beyond the basics. Mention that the stay was managed by a team.
Concerned with reducing its carbon footprint, it enriches the customer's travel narrative.
your own network of contacts, serving as a powerful organic marketing tool.
In this way, the communication strategy merges hospitality with environmental education.
The administrator ceases to be merely the logistical operator of the property and begins to act as an agent of
Behavioral transformation, using excellence in customer service to influence
positively influence the consumption habits of travelers from various parts of the world.

4. Quality Management and Efficient Conflict Resolution

Even in the most rigorous rental operations, incidents and unforeseen events are inevitable due to...
The complexity of intensive use of properties. The true metric of excellence in
Hospitality is not the absence of problems, but the speed and efficiency with which they are resolved.
resolved. The literature on service recovery (Johnston & Michel, 2008) shows that customers

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Those whose problems are solved promptly and with empathy tend to demonstrate high levels of higher loyalty rates than those who reported no failures.

In the international context of vacation rentals, the efficient resolution of conflicts requires a Decentralized network administration, but strongly coordinated by central management. The creation of Clear escalation protocols allow the local team to have the autonomy to approve Quick repairs or smaller compensations to the guest, avoiding bureaucratic issues. compromise the tourist's experience and immediate comfort.

Table 2 presents an analytical framework for resolving incidents, based on best practices. Quality management practices focused on maintaining high approval ratings in the sector. short *-term rentals.*

Table 2: Conflict Resolution Matrix in Seasonal Hospitality

Type Protocol SOP)	**Administrative Action (Occurrence**	**Impact on Perceived Quality**
certified provider; transparent about AC	communication. **Infrastructure (e.g.,** deadline , **Wi-Fi)** repair. Immediate activation of partner . **Failure of**	The guest perceives the service as quick and effective, providing genuine support, mitigating the frustration caused by technical failures.
Questions about Operation (e.g., Use of household appliances)	Referrals to previously provided visual guides and operational manuals.	It fosters customer autonomy and reduces dependence on continuous call center support.
Non-compliance with Practices Green (e.g.) Recycling)	punitive education; the premium cleanliness team adjusts for errors without issuing harsh warnings to the guest while preserving the company's sustainability protocols.	Maintains a hospitable atmosphere. Non-
Post-Complaints Checkout	Root cause analysis (Ishikawa); strategic compensation for future reserves.	It demonstrates managerial maturity and transforms a detractor into a potential brand promoter.

Implementing these quality metrics transforms complaints into actionable data. Each The incident is cataloged by management to identify systemic failures in preventive maintenance. of the property or gaps in the training of the service team. This cycle of continuous improvement. This is what separates stagnant ventures from scalable global operations.

Furthermore, swift resolution protects the most valuable asset of a tourist property in the environment. Digital: Social Proof. Quickly mitigating any dissatisfaction prevents negative reports. reach public valuation systems, ensuring that the company's real estate portfolio

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Maintain a premium rating and, consequently, justify a higher daily rate.

Highly regarded in the international hospitality market.

5. The Future of Hospitality: Knowledge Transfer and Purpose

The sustainability of a large-scale hotel operation in the seasonal market is not...

It is restricted to environmental conservation; it encompasses the socioeconomic development of the network of professionals involved. One of the most innovative approaches to ensuring the perpetuity of high-quality products.

Service standards focus on transferring managerial knowledge to the job market.
local.

Hospitality consulting reaches its maximum level of efficiency when the *expertise* of

The founders' plan is formalized and passed on to suppliers, partners, and outsourced workers. Through

Through practical mentoring, the development of rigorous routines, and the dissemination of best practices, management

It promotes the continuous training of the team. This strategy raises the qualifications of the professionals who

They work behind the scenes in the global tourism industry, integrating green awareness into daily operations.

production chain.

In the global scenario, the outlook points to increasingly stringent regulation of...

Short-term rentals require operators not only to collect taxes, but also to...

Proof of management practices that do not burden municipalities. Team training for the

Impeccable waste separation, reduced water waste, and energy conservation puts

these operations in a position of early compliance with regulatory guidelines
international.

In the long term, this integration between excellent service, consumer education, and training...

This technique creates a highly resilient and profitable business model. Market differentiation.

The future will not depend on the size of the property, but on the manager's ability to deliver an ecosystem.

Complete wellness. Guests will start choosing properties where their stay is financed.

Ethical operations managed by valued and well-trained teams.

In short, the application of premium service protocols combined with experience economics proves...

that the rental sector can transcend the basic real estate transaction. By establishing processes

Through rigorous practices and the sharing of technical knowledge, hotel management strengthens its profitability.

and, simultaneously, acts as a driving force for the structural and environmental evolution of the entire

global tourism industry.

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