

# Aswathy Anthemion Hotels Report

*by Fwd Mim*

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**ANTHEMION HOTEL**

## Executive summary

The following assessment reflects the hospitality and services that can be provided to the customers which in turn will help in the development of the marketing strategy along with the analysis and discussion that can be assumed to help in the business growth. The following assessment focuses on the concept being followed by Anthemion Hotel to enhance its business growth. The Anthemion House is a place to give accommodation to customers with the applicability of the best hospitality and management facilities within the premises which is situated at Kavala in Greece. The design and structure of the building are sophisticated and cozy with modern furnishing and a classy and eye catchy interior to attract customers globally. The main architectural aspects of this organization constitute the building design adopted from the era of the 1920s with a layout of seven rooms in the floor plan of the house that exists. The organization focuses to develop its business structure and the development of customer relationships within the organization with the provision of better service quality and hospitality to the customers based on their choices and preferences. The goals of the organization to stand eradicated in the sector of hospitality management globally in association with the Greek culture and provide better service quality and hospitality services to attract customers.

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## Introduction

The Anthemion House with its headquarter based in Greece provides accommodation to the customers which have been established by Dimtris and George in the year 2018 at a place called Kovala. The main architectural aspects of this organization constitute the building design adopted from the era of the 1920s with a layout of seven rooms in the floor plan of the house that exists. The design and structure of the building are sophisticated and cozy with modern furnishing and a classy and eye catchy interior to attract customers globally. Based on the following assessment a discussion of the whole situation will be placed forth to have a better understanding of the aims and goals of the organization in order to provide better service to the customers. The main goal of the assessment is to make some analysis based on the feedback obtained by Anthemion Hotel to develop its business structure and the development of customer relationships within the organization with the provision of better service quality and hospitality to the customers based on their choices and preferences that have been taken into consideration for further development in the business growth with the proper use of ambiance, concept, the engagement of community and so on.



**Figure: Anthemion House Logo**

(Source: Agoda, 2023)

## Aims and Objectives

Anthemion House provide accommodation facilities so the main objective of the organization will be the provision of better hospitality and classy service to the customers to retain its market structure and reputation. The main aims of the organization can be regarded as follows:

- Provide a basis for the attaining of various programs with the allocation of skilled

manpower and entry of newcomers in the management.

- Collaboration with stakeholders like the farmers or the producers along with the maintenance of the supply chain management and the balance of relationships between the employees and the customers (Lentini *et al.* 2021).
- Provides a new way and opportunities for the newcomers to indulge their career aspects in the organization which will encourage business growth.
- Hosting community programs to encourage the flocking of customers in accordance with the initiation of reflective offers to attract customers (Liddel and Low, 2019).
- Based on the use of innovative technologies and the generation of ideas investment and capital formation can be controlled (Mercan *et al.* 2021).
- The classy and modern ambiance to cope with the change in trend and the rising demand of the customers to provoke for optimum service (Goryushkina *et al.* 2019).

## **Discussion**

### **Theoretical aspects of hospitality**

According to Leta and Chan (2021), the study mainly reflects the rise of expectations on the basis of consumer demand, the perceptual thoughts encouraging the reactions of the consumers. The study mainly comprises a pyramid structure that determines the satisfaction level of the customers in accordance with the validity of the services provided whereas, as stated by Han (2021), the study contemplates the philosophical denomination with the acquaintance and the transferring of knowledge, attitudes, and skilled manpower to innovate the business structure to fulfill the requirements to meet the demands of the customers. Anthemion House has worked on the basis of this theory to adopt the choices and preferences of the customers and to develop the provision of better services and hospitality to the customers respectively. On the basis of the quality of the food to be served, the producers along with the maintenance of the supply chain management and the balance of relationships between the employees and the customers. The classy and modern ambiance to cope with the change in trend and the rising demand of the customers to provoke for optimum service. The elegant and bright interior with the authentic structure and the innovative use of technology provides with best facilities to the customer. The monopoly of the stakeholders with strict measures creates opportunities for the entry of new suppliers into the market. The appraisal

was obtained from the customer side regarding the use of innovative ideas and the execution of quality products and services to the customers. The organization uses eco-friendly measures to give better service facilities to the customer. The introduction of the new coffee restaurant will be designed in terms of the Greece culture and the usage of local ingredients to retain the taste of Greece's cultural value. The main objective of the organization is to work on the 'Human Values' that propagates the foundation of the business. The ambiance of the accommodation depicts Greek culture and architecture. Several customers visit the place from around the globe and it gives an authentic Greek cultural experience. The conservation instinct based on nature-friendly measures as well as the utilization of resources has been walking through efficient progress (Goryushkina *et al.* 2019). The monopoly of the stakeholders with strict measures creates opportunities for the entry of new suppliers into the market.

### Marketing Strategies

The strategies obtained by Anthemion House for enhancing the financial growth of the business within the premises depend on the principle of marketing phenomenon that can be acknowledged to initiate the sale and prosperity within the organization are as follows:

- The managing of the revenue with the proposition of the effective idea and accumulation of innovative plan that determines the amount to be invested and the obtaining of the capital through the promotional sale regulation of the organization (Serafim and Cristóvão Veríssimo, 2021).
- The utilization of cross-promotional sales with the help of attaining regulatory offers to enhance the flocking of the customers during the off-season to initiate the sale value.
- The access to a direct booking facility as most of the population is nowadays engaged in the digital interface and the use of social feeds to attract customers thus creating a pace for direct booking and contact.
- The regulation of rewarding the guest by the organization of certain special events to attract customers along with the association of certain vouchers or coupons to be given to the respective customers on the basis of certain events helps in the promotion of the organization (Kim *et al.* 2023).
- Partnering with influencers and bloggers to stream in the media and social platforms also encourages the sale and marketing strategy of the respective organization.

- The menu has been designed taking into consideration the instinct of the customers as well as the interior of the hotel has been customized in accordance with the change in the taste of the customers.

### **Customer engagement**

The design and structure of the building are sophisticated and cozy with modern furnishing and a classy and eye catchy interior to attract customers globally. The rise of expectations on the basis of consumer demand, the perceptual thoughts encouraging the reactions of the consumers (Cheng *et al.* 2020). On the basis of the quality of the food to be served, the producers along with the maintenance of the supply chain management and the balance of relationships between the employees and the customers (Bozkurt *et al.* 2021). The facility of the Anthemion House links customer interaction directly with the management on the basis of access to a direct booking facility as most of the population is nowadays engaged in the digital interface and the use of social feeds to attract customers thus creating a pace for direct booking and contact. In order to encourage the flocking of customers during the off-season to initiate the sale value the utilization of cross-promotional sales with the help of attaining regulatory offers to enhance customer engagement with the provision of better service and hospitality within the organization. With the initiation of the marketing structure the customer bonding with the management can be made strong with the association of certain vouchers or coupons to be given to the respective customers on the basis of certain events helps in the promotion of the organization.

### **Development of leadership with management**

The development of leadership helps in boosting the engagement of the employee and the customers thus creating cooperation and dependency in the provision and granting of the hospitality service by the respective organization. As stated by Till *et al.* (2020), leadership helps in the development of the increased ability to face and resolute the gaps that have taken place with the help of talent acquisition and the division of responsibility in accordance with the work capability of the employee engaged in different departments of the organization. The management or the initiation of the project has a linkage with developed leadership as being a leader with great ability requires patience, knowledge, the ability to understand the hiring process, capable to reduce the workload or the division of responsibility in an effective way, the ability to motivate the employees in the workplace and the possession of quality to



have a great interaction with the customers which is very essential for <sup>5</sup> the growth of the business. As stated by Woods *et al.* (2020), the development of leadership and management can be termed as "*enabling the future governance and stewardship of the organization*". The development of the managerial sector is regulated over four factors as follows the training of the employees to enhance their capability of the provision of the service, the attaining of assistance with the help of technical methods, the participation in the development of the leadership strategy, and the utilization of empowerment and process of decentralization. The facility of the Anthemion House links customer interaction directly with the management on the basis of access to a direct booking facility as most of the population is nowadays engaged in the digital interface and the use of social feeds to attract customers along with the strong and development management in accordance with the leadership instinct that gives support to all function of the organization respectively.

## **Conclusion**

The following assessment concludes the design and structure of the building are sophisticated and cozy with modern furnishing and a classy and eye catchy interior to attract customers globally. Based on the following assessment an academic report of the whole scenario will be placed forth to have a better understanding of the functioning of the organization as well as the aims and goals of the organization have also been discussed. The philosophical denomination with the acquaintance and the transferring of knowledge, attitudes, and skilled manpower to innovate the business structure to fulfill the requirements to meet the demands of the customers. With the use of elegant and bright interiors with authentic structure and the innovative use of technology to provide with best facilities to the customer. With the initiation of the marketing structure the customer bonding with the management can be made strong with the association of certain vouchers or coupons to be given to the respective customers on the basis of certain events helps in the promotion of the organization. The recommendable measures have also been acknowledged in the following assessment in order to obtain an academic research report on the basis of hospitality and service provided to the customer by Anthemion House to retain its reputation in the competitive market.

## **Recommendations**

To have a cultural reflection of the designs in the architecture can create and increase the aesthetic mode of the property which in turn will enhance the attraction of international

clients globally. Though, Anthemion House is designed in such a way which provokes the elegance and chic interior of the property and the grand manifestation of the classical design of the Greek era with the ordination of luxurious materials with intricate details (Chuah *et al.* 2020). The structure of the building can be restructured to some extent to increase the facility of accommodation which can pave way for the entry of more guests and the flocking of customers all around the year. In order to encourage the business strategy, the initiation and the expansion of the property will be a better option for the acknowledgment of the prosperity and better marketing strategy within the organization. With the use of elegant and bright interiors with authentic structure and the innovative use of technology to provide with best facilities to the customer. The coffee restaurant should be furnished with modernized furniture which retains the class and the addition of Greek architectural style will retain the authenticity of the hotel.

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