

The role and importance of quality service, hospitality, and guest services within the hotel Industry



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Table of contents

Introduction	3
Main Consumers of Conrad hotel	4
Nature, Scope and Role of the Guest Services and Facilities	5
Roles and Function of Guest services	6
Importance of Hospitality	7
How hotels meet/ Exceed Guest Expectations	8
Conclusion	9
Reference	10

Introduction

- Conrad hotel, a part of the Hilton hotels was founded in the year 1982 (Travellermade.com, 2023).
- It had the main goal of operating the elite network of luxury hotels and resorts.
- It has the connectivity with gracious cutlery delivery.

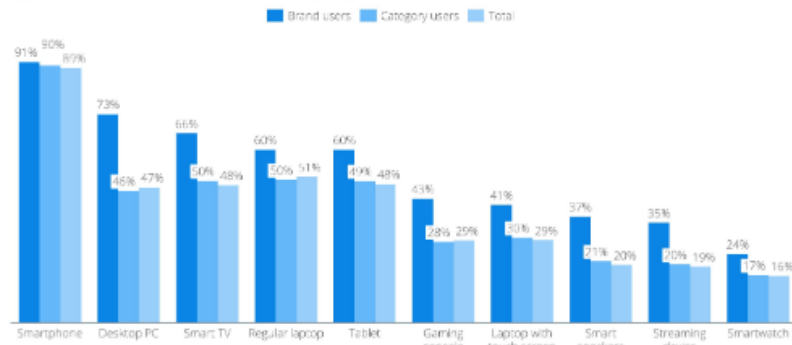


Conrad's Main Consumers

91% of conrad.de customers regularly access the internet via a smartphone

Internet usage by device

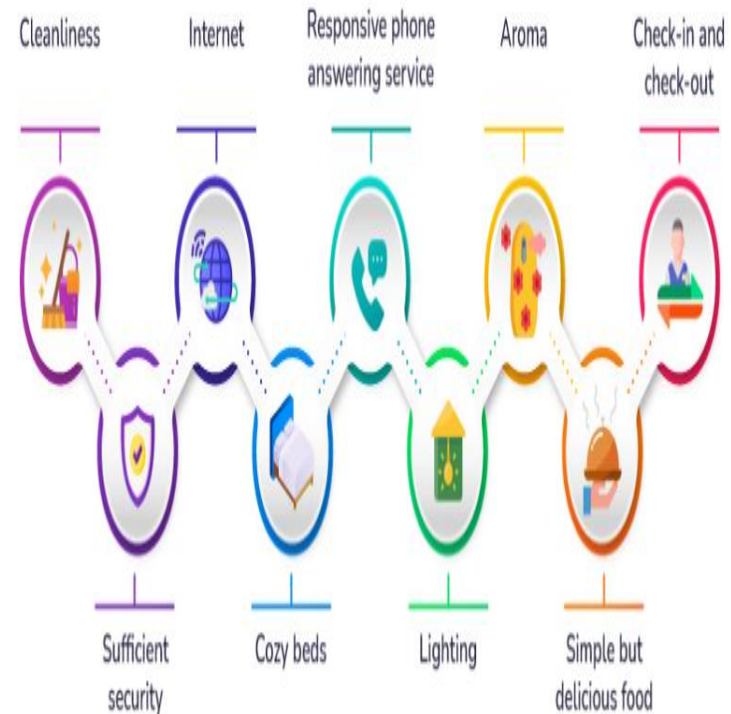
Type of device consumers in Germany use regularly to access the internet



- The main target market of the Conrad hotel is the MICE i.e the people who are coming for Meetings, Incentives, Conferences and Exhibitions (Businessmirror.com.ph, 2023).
- They also entertain families and friends for staycation.
- Travelers from inter-Asia places like Hong-Kong, Singapore, Japan and Korea come to this hotel.

Nature, Scope And Role Of The Guest Services And Facilities

- The main nature of the Conrad hotel is that it is involved in the field of hospitality (Thecareersguide.com, 2023).
- Accommodation with all the facilities, is the main scope of the hospitality sector. (Ali *et al.* 2021)
- The role of the guest services and the facilities of the hospitality sector is to provide the customer with enjoyable experiences (Future.GOV 2023).



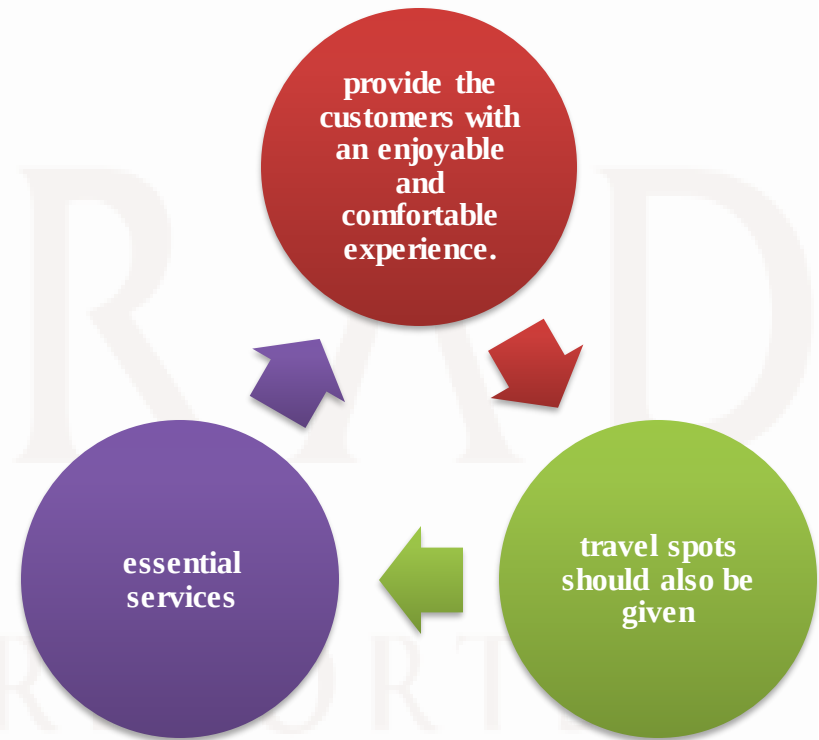
Role And Function Of Guest Services



- Welcoming and escorting VIP customers.
- Individuals have excellent communication and problem-solving skills.
- Entertain/ supervise the switchboard services or the call services.

Importance Of Hospitality

- The main goal of the sector is to provide the customers with an enjoyable and comfortable experience (Weber *et al.* 2020).
- The travel spots should also be given by the hospitality sector which can help the customers to visit the best hotel and enjoy the sightseeing of that place (Impoff.com, 2022).
- The sector should be provided with the essential services and the dining and drinking areas, on entrance fees to entertainment venues areas should be taken care of (Abuelhassan *et al.* 2022).



How Hotels Meet/Exceed Guest Expectations



- In order to meet the needs of the guest expectation, they are supposed to use an attractive brand (Liu, 2020).
- It is important to provide a digitalised solution in order to enhance the guest experience by providing them with wearable devices which can help them to locate tourists' places (Xola.com 2021).
- They also must listen closely and anticipate the guests' needs.

Conclusion

- Conrad hotels has tried to put up to the expectations of the customers.
- They have digitized services as well as they pay heed to the words of the customers.
- Also they have fulfilled the goals of providing the best qualities in case of the sight seeing, dining experiences or the hospitality sector.
- Their innovative ideas regarding the technologies are also providing an overall experience to the customers along with the well behaved staff.



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