



THE ROLE & IMPORTANCE OF HOSPITALITY & GUEST SERVICES WITHIN THE HOTEL INDUSTRY

Augusta-Roxana Toth (2226559)
BMIH4003 Hospitality & Guest
Services LEVEL 4
Module Lead: Charlotte Joyner





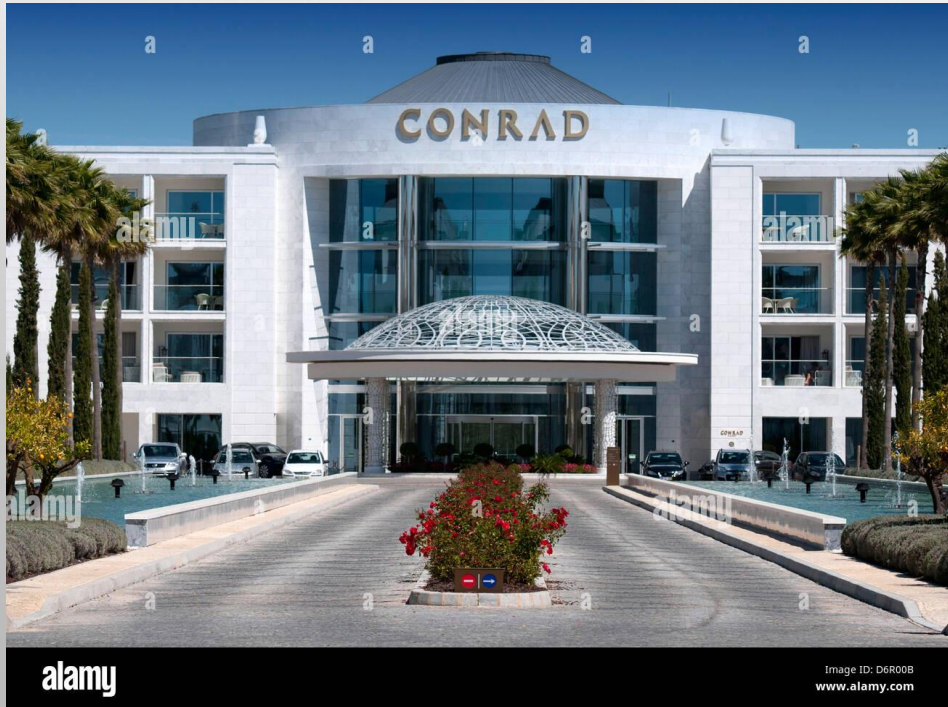
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HISTORY

- THE CONRAD HOTELS & RESORTS BRAND IS OWNED BY HILTON WORLDWIDE. IT FEATURES HIGH-END RESORTS AND LUXURY HOTELS.
- THE FIRST CONRAD HOTEL WAS OPENED IN 1985 IN GOLD COAST, AUSTRALIA. IT WAS THE CONRAD JUPITERS.
- THE CONRAD WAS A LUXURY BRAND THAT WAS NAMED AFTER CONRAD HILTON, AND IT WAS INITIALLY REGARDED AS THE FLAGSHIP BRAND OF THE HILTON FAMILY OF HOTELS. IT WAS REPLACED BY THE WALDORF-ATELIER IN 2006. AS OF 2021, THE COMPANY HAS 42 LOCATIONS IN 21 COUNTRIES AND HAS 15,085 ROOMS. TWO OF THESE ARE OWNED OR LEASED, WHILE 38 ARE MANAGED BY 12,152 ROOMS.
- WHEN HILTON'S TWO HOTEL CHAINS WERE COMBINED IN 2005, THE FORMER'S CONRAD AND VISTA BRANDS WERE PHASED OUT. THE FORMER'S LUXURY WING WAS KEPT UNDER THE HILTON NAME, AND NUMEROUS NEW HOTELS HAVE BEEN OPENED UNDER THIS BRAND IN VARIOUS COUNTRIES.



Scope and Role of guest services

The guest services division of hospitality is a part of the hospitality sector, encompassing resorts and hotels. The objective of this division is to offer a memorable experience to vacationers visiting a resort or hotel.

The concept of customer service is a way of making people feel valued for their purchases. It often involves acting as a transaction for the clients, such as when they create a sale or return an item. It can be done in various ways, such as through in-person interactions, self-service arrangements, or through a cell phone name.



Facilities /Role and function of guest services



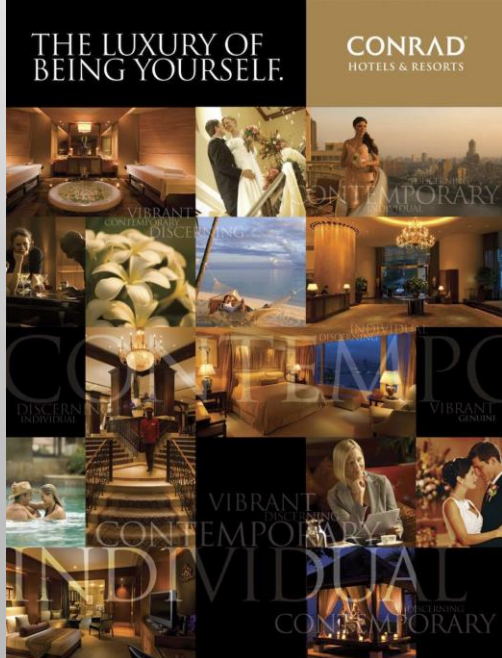
Due to the nature of the business, it is important that the association provides its customers with the best possible services. This can be done through the establishment of good facilities and the use of appropriate equipment.



It is also important that every organization has a basic expectation of its employees regarding the quality of their services. This is because taking care of its customers is very important to the success of the business.



The success of a hospitality organization depends on its ability to integrate high-quality service into its various operations. This is done through the development of a comprehensive guest service program that involves the entire organization.



(Baum,2009)

Impact



A lot of the services that are provided in the hospitality industry are very important to our lives, such as lodging and travel. However, the true nature of this industry goes beyond just providing these services.

- Customer retention has been improved.
- Great brand reputation
- Rewarding industry to work in
- Lasting impact and memories for guests





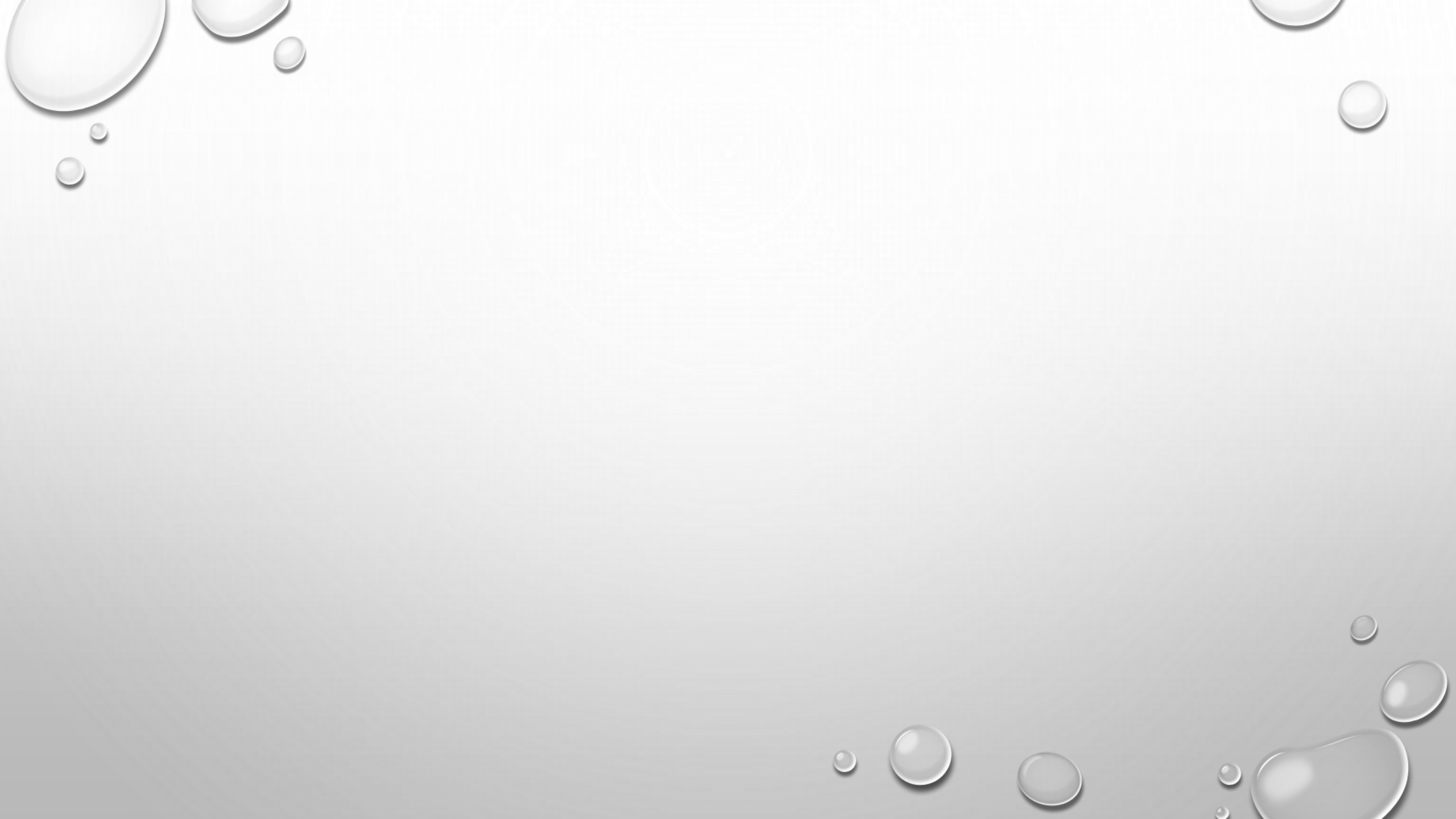
MEET/EXCEED GUEST EXPECTATIONS

- MOBILE CHECK-INS AND DIGITAL KEYS
- CLEANLINESS MATTERS
- RELIABLE SAFETY POLICIES
- EASY AND EFFICIENT COMMUNICATION
- VALUE FOR MONEY
- MOBILE INFORMATION AND ORDERING
- A SUITABLE MENU
- HIGH-QUALITY BUT AUTHENTIC SERVICE
- SUSTAINABLE THEMES
- PERSONALIZED EXPERIENCES
- ADEQUATE, AMBIENT LIGHTING
- PLEASANT AROMA

(Chamberlain,2021)

CONCLUSION

- IN ORDER TO MAINTAIN A SATISFIED AND LOYAL CUSTOMER BASE, PROPER TRAINING IS IMPORTANT FOR EMPLOYEES OF SERVICE-ORIENTED BUSINESSES. THIS CAN BE DONE THROUGH THE ESTABLISHMENT OF A COMPREHENSIVE TRAINING PROGRAM FOR THE ENTIRE ORGANIZATION.
- IN ORDER TO BE SUCCESSFUL IN THE HOSPITALITY INDUSTRY, EXECUTIVES NEED TO BE TRAINED ON VARIOUS FRONTS. THIS CAN BE DONE THROUGH THE ESTABLISHMENT OF A COMPREHENSIVE TRAINING PROGRAM FOR THE ENTIRE ORGANIZATION. ONE OF THE MOST EFFECTIVE WAYS TO PROVIDE THIS TYPE OF EDUCATION IS THROUGH THE USE OF COMPUTERS.
- BESIDES THE TRAINING PROGRAM ITSELF, THE NECESSARY EQUIPMENT SHOULD ALSO BE INSTALLED TO MAKE IT MORE AFFORDABLE FOR SMALL AND MEDIUM-SIZED BUSINESSES.



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