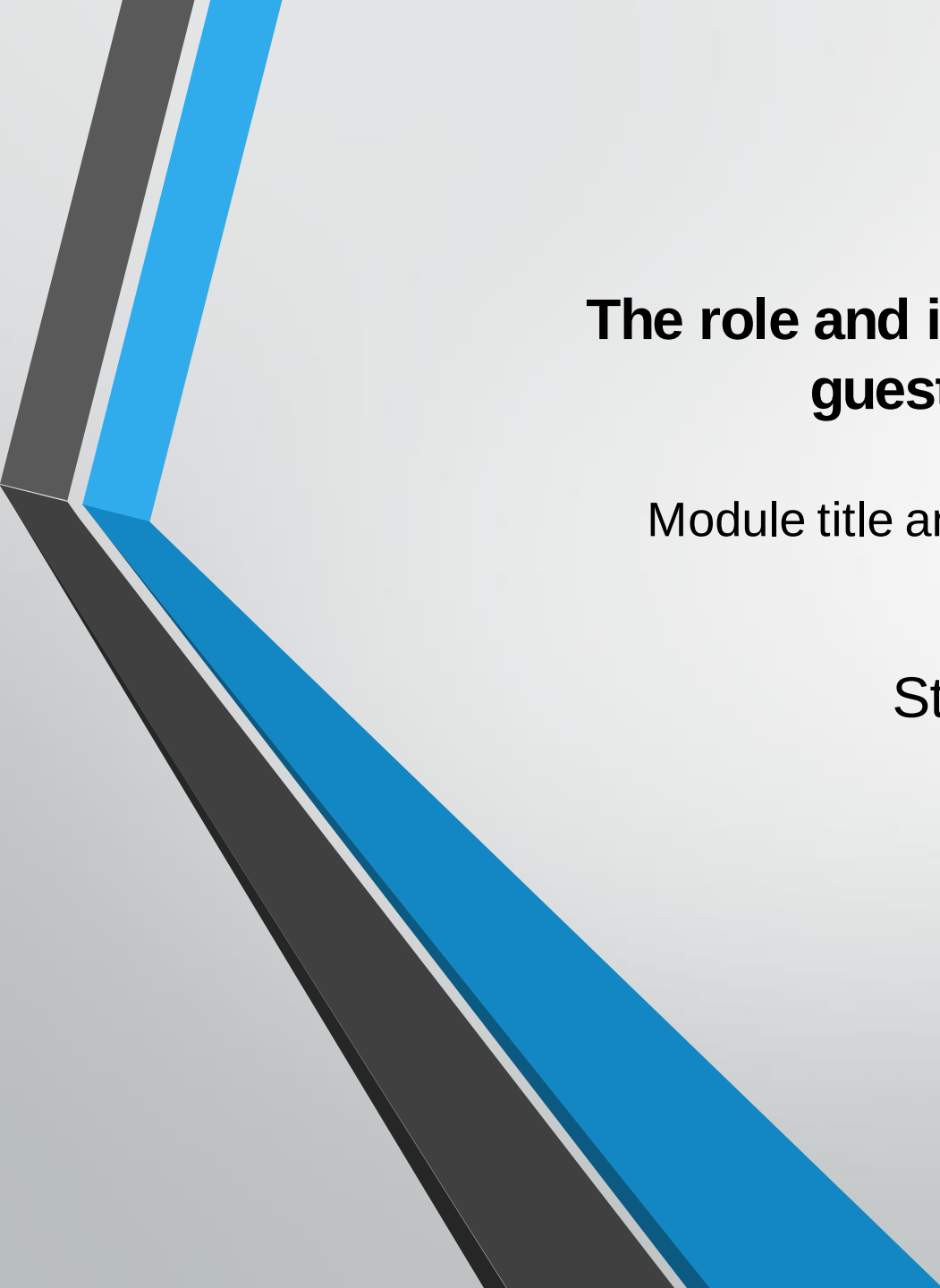




The role and importance of quality service, hospitality, and guest services within the Sheraton Hotel

Module title and code: Hospitality and Guest Service Management
(BMIH4003)

Student Name: Zannatun Nayeema

Student ID: 2233554

Lecturer Name: Luciana Suardi

Date: 24/05/23

Table of contents

- Introduction
- Sheraton International's target customers
- Guest and Service facilities
- Why guest service is important?
- Hospitality and meeting guest's expectations
- Conclusion
- Recommendation
- References

Introduction of Sheraton hotel

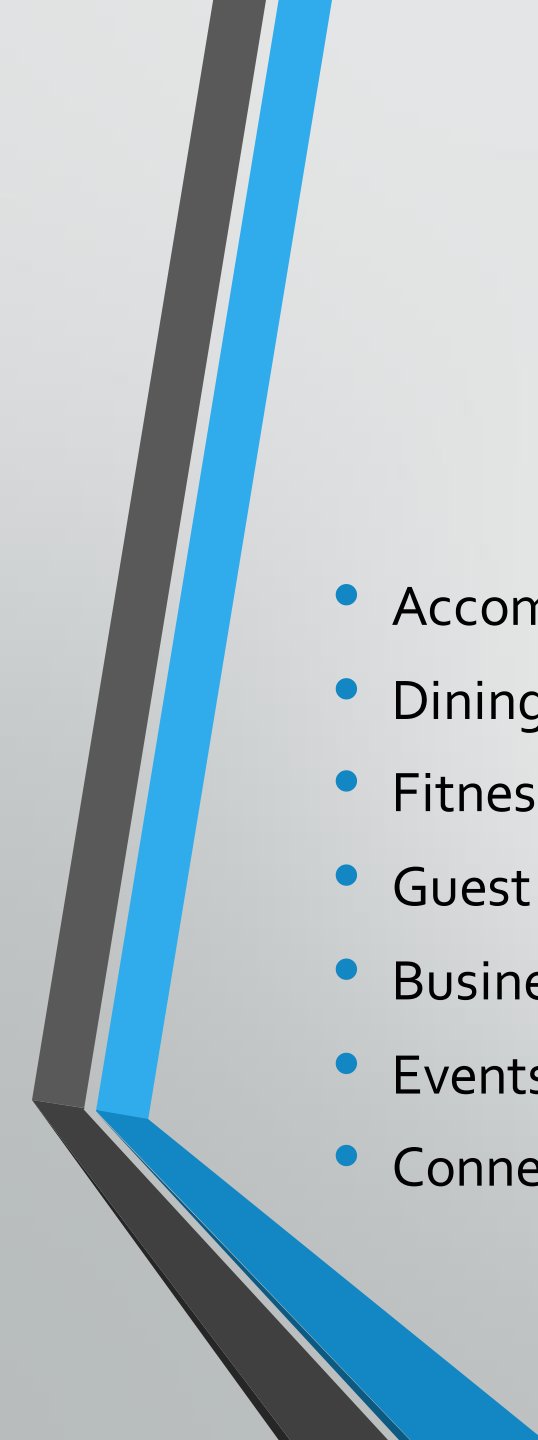
Sheraton Hotel is a luxury hotel brand that provides its services to nearly 70 countries in the whole over the world. It has more than 400 brands across the globe which makes it one of the largest luxury hotel brands in the world.

In the hospitality industry, service qualities, facilities, and meeting guests' expectations are very significant for success. Without ensuring those, no hotel brand can show itself as a brand, and a sign of success. In the case of a competitive industry, luxury hotel brands need to provide exceptional quality services, a service to remember. Sheraton is such a brand that performs this in running its hotel. In this presentation, there will be a detailed discussion about Sheraton Hotel.

Sheraton Hotel's target customers

Business people, corporate clients, and upscale travelers

Targets value quality service, convenience, and high-demand seekers

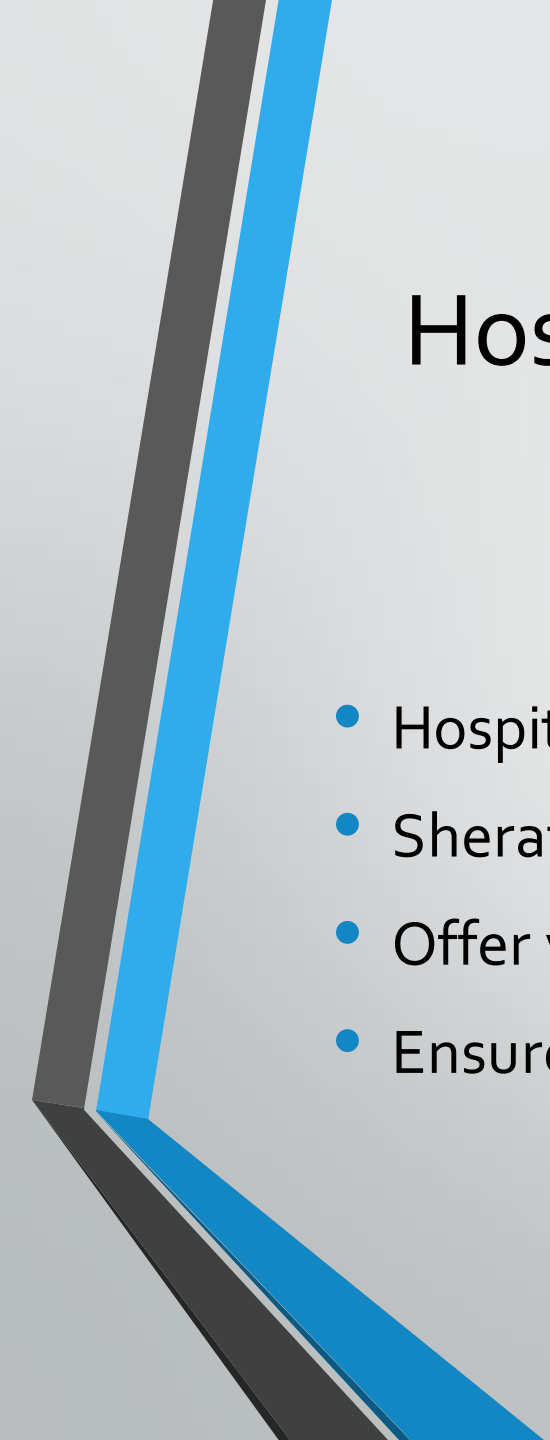


Guest and Service facilities

- Accommodation
- Dining and catering service
- Fitness and recreational facilities
- Guest service
- Business Service
- Events and Facilities
- Connectivity and Technology

Why guest service is important?

- Increase guest satisfaction
- Enhance customer loyalty
- Increase reputation
- Boost Revenue
- Differentiation



Hospitality and meeting guest's expectation

- Hospitality has a direct impact on the hotel industry
- Sheraton aims to meet clients' expectation
- Offer various services and amenities to provide the best experience
- Ensure customer loyalty and spread positive word of mouth

Conclusion

Hospitality plays a vital role in the hotel industry, it reflects the hotel brands offering their service to their guests. The service of the hotel brands defines whether it will succeed or not. Hence, providing the best quality service is important for hotel brands. Sheraton Hotel is a luxury hotel that provides high-quality service to its customers. And by maintaining so, it has become one of the top hotel brands in the globe.

Recommendation

- Continuous training and development for staff
- Leverage technology
- Expand and diversify facilities and guest amenities
- Guest Feedback
- Accessibility

Reference

- Andrew Hale Feinstein, Hertzman, J. and Stefanelli, J.M. (2017). *Purchasing : selection and procurement for the hospitality industry*. Hoboken, Nj: John Wiley & Sons, Inc.
- Bagdan, P. (2019). *Guest Service In The Hospitality Industry*. S.L.: Kendall Hunt.
- Bottrell, G. (2021). *What are products and services?* [online] www.linkedin.com. Available at: <https://www.linkedin.com/pulse/what-products-services-gavin-bottrell>.
- Cambridge Dictionary (2019). *TARGET CUSTOMER* | meaning in the Cambridge English Dictionary. [online] Cambridge.org. Available at: <https://dictionary.cambridge.org/dictionary/english/target-customer>.
- HospitalityNet.org (2022). *Sheraton by Marriott*. [online] Hospitality Net. Available at: <https://www.hospitalitynet.org/brand/23000044/sheraton.html>.
- Hernon, P. and Matthews, J.R. (2017). *Listening to the customer*. Santa Barbara, Calif.: Libraries Unlimited.
- Paine, N. (2019). *Workplace Learning*. Kogan Page Publishers.
- Sheraton.Marriott (2019). *Sheraton Hotels & Resorts*. [online] Sheraton Hotels & Resorts. Available at: <https://sheraton.marriott.com/about-us/>.
- Walker, J.R. (2019). *Exploring the hospitality industry*. Upper Saddle River: Pearson.
- Rashvand, P. and Zaimi Abd Majid, M. (2014). Critical Criteria on Client and Customer Satisfaction for the Issue of Performance Measurement. *Journal of Management in Engineering*, 30(1), pp.10–18. doi:[https://doi.org/10.1061/\(asce\)me.1943-5479.0000183](https://doi.org/10.1061/(asce)me.1943-5479.0000183).