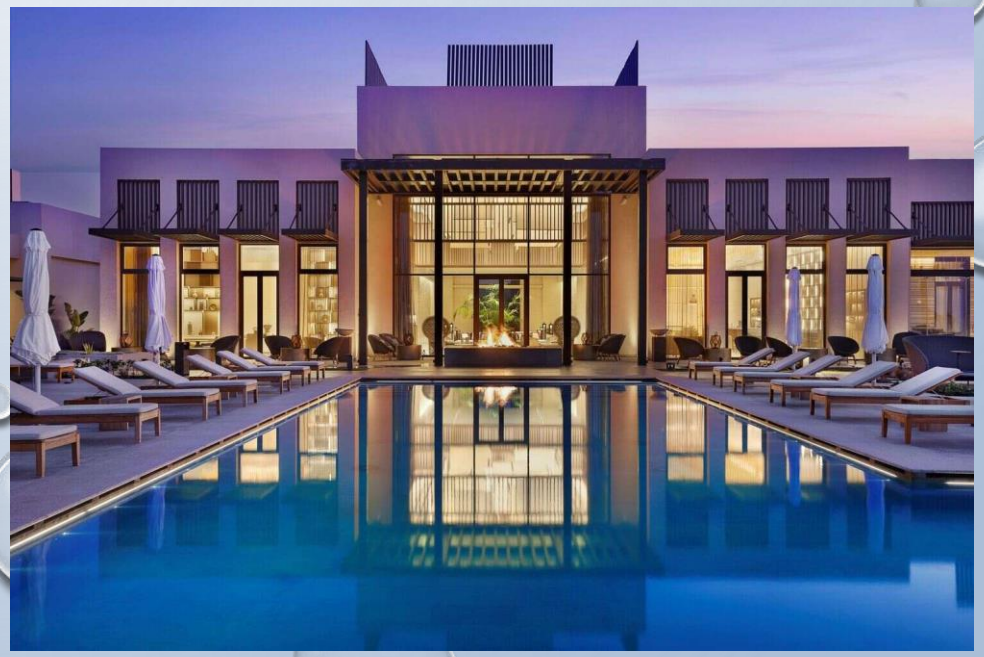
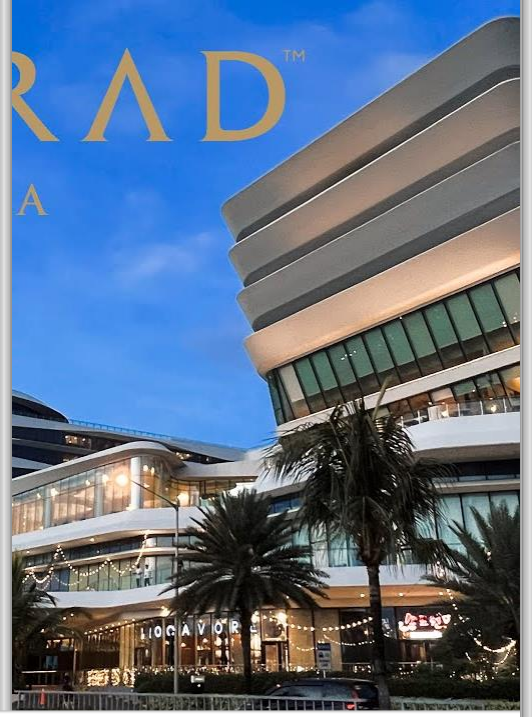
THE ROLE &IMPORTANCE OF HOSPITALITY &GUEST SERVICES WITHIN THE HOTEL INDUSTRY



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



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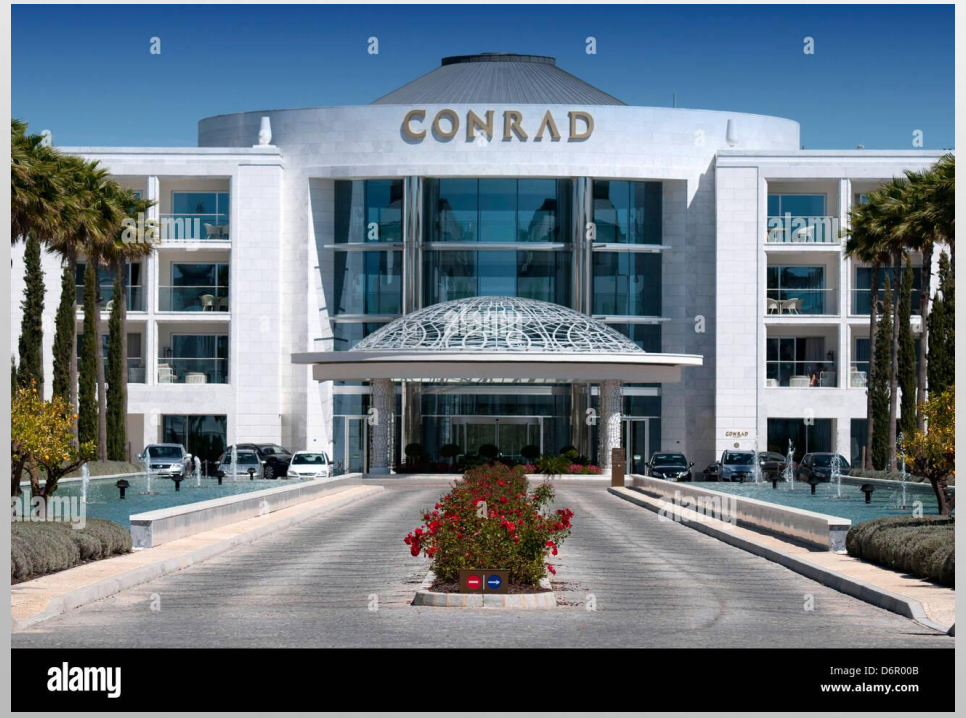


HISTORY

- 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.
- AS OF 2021, THE COMPANY HAS 42 LOCATIONS IN 21 COUNTRIES

(Hilton Hotels ,2023)

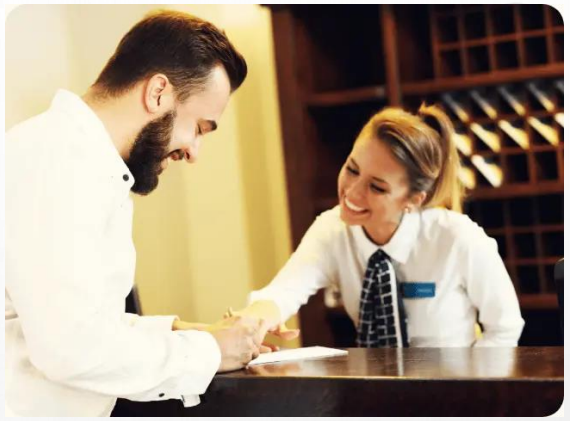
Scope and Role of guest services

The guest services division of hospitality is a part of the hospitality sector, encompassing resorts and hotels.

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.

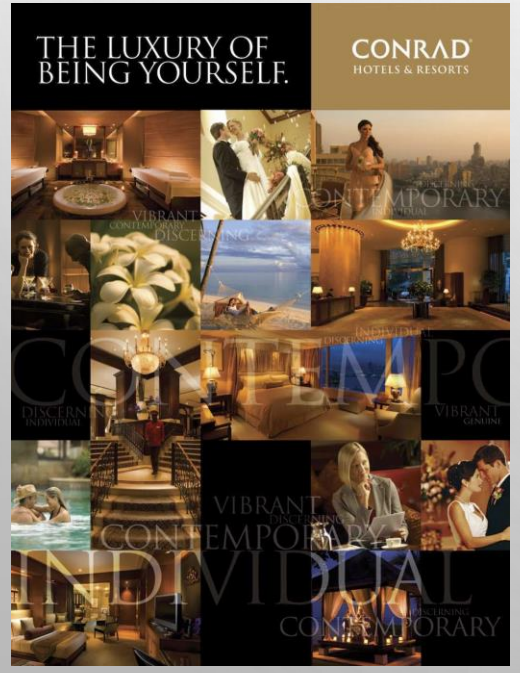
(Ganapathy, 2021)

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.

- It is also important that every organization has a basic expectation of its employees regarding the quality of their services.



- The success of a hospitality organization depends on its ability to integrate high-quality service into its various operations.

(Repustate, 2022)

Importance of Hospitality

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

(Hendron,2022)

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 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.

(Fontanella, 2022)

(ConradHotels,2016)[video]

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