

Module name: Hospitality and
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The role and importance
of quality service,
hospitality, and guest
services in the hotel
industry



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Introduction

- My chosen hotel from the IHG hotels and resorts is Holiday Inn.
- With more than 1000 hotels and an ever-expanding pipeline of properties around the world, Holiday Inn has been providing leisure guests, business clients and families with great places to stay since 1952.
- Guest expectations at Holiday Inn are discerning, including reliability, comfort, quality and value. Connecting with others is at the heart of every single stay, whether travellers are traveling for business purpose or for pleasure, from leisure guests to business travellers seeking memorable meetings and events that help build relationships that really matter,
- The Holiday Inn brand is known around the globe for providing owners with a unique level of flexibility based on their target market and site.



Main consumers

- The Holiday Inn target market primarily includes both business and leisure travellers. Their appeal is centred on the brand, familiarity, and amenities that Holiday Inn hotels provide.
- There are 7 types of travellers who prefer to have a stay at Holiday Inn's hotels:

1. People who prefer the Holiday Inn Brand
(The Holiday Inn target market clearly includes those who strongly prefer the Holiday Inn brand)

2. People who like the familiarity of the Holiday Inn Brand (Sometimes when traveling, people just want to know what they're getting into. It's important for them to stick with brands they know and trust)



Main consumers

- **3. Business Travelers on a model budget** (Holiday Inn is often the preferred hotel for smaller businesses or those on a tight budget)
- **4. People on vacation who prefer a reasonably-priced hotel** (The Holiday Inn is an excellent choice for people who fall into the latter category)
- **5. Backpackers and students** (Backpackers and students can easily get around and explore the city from Holiday Inn hotels located in central areas)
- **6. People who are looking for a hotel that provides value for money** (Many travellers pick to stay at a Holiday Inn hotel because they feel like they get a good value for their money)
- **7. Travelers for whom a Holiday Inn is the most convenient option** (The last segment of the Holiday Inn target market it is just because it is the most suitable option)



The nature, scope and role of the guest services and facilities

- A good customer service can ensure guest satisfaction.
- This means effectively dealing with problems by:
 - Apologizing
 - Affirming the guest's feelings
 - Fixing the problem
 - Making changes to prevent future problems

For example, staffs have a responsibility to satisfy guests expectations. Empowered team members are certified to make decisions about how this is to be completed. Empowerment is the action of allowing authority to employees to make fundamental decisions.



Importance of hospitality

According Aine Hendron(16 august 2023) i72% of customers will tell six or more people if they have a satisfying experience. People always share their experiences bar or very good ones.

There are four main hospitality industry sectors:

1. Entertainment and recreation
2. Food and beverage (F&B)
3. Lodging
4. Travel and tourism

Holiday Inn cover all four main hospitality sectors by offering all services written above.

The meets/exceeds of guest expectations

- The main objective of a Hotel is to meet customers' requirements despite the fact that achieving profitable targets.
- Once booking a Hotel Room, customers have expectations that are strongminded by many factors such as the images of the Hotel that are on the Hotel's website, recommendations given by other customers, description of the hotel and what is most important services and amenities promised.
- Holiday Inn is one of the many hotels that meets guest's expectations for all type of travellers



Conclusion

- This presentation it is reflecting the role and importance of quality service, hospitality, and guest services in the hotel industry.
- Holiday Inn it is one of the Resorts that meet all expectations and needs of all type of travellers, no matter what age, or what budget they have.



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