



BMIH4003 Hospitality & Guest Services

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Briefly introduce your chosen hotel brand

- ▶ Marriott International is a foremost hospitality company in the world.
- ▶ Sheraton is one of its most popular brands founded in 1937.
- ▶ Sheraton's goal is to give customers meaningful and enjoyable experiences.
- ▶ Sheraton is the biggest hotel chain in the world outside of the United States.



Briefly introduce your chosen hotel brand

- ▶ Sheraton offers a variety of services, including 24-hour room service, a spa, a fitness center, and a business center.
- ▶ The staff at Sheraton provides each visitor with a warm welcome and an unforgettable stay.
- ▶ Sheraton is dedicated to offering the best possible service, hospitality, and overall guest experience.



Identify the hotel brand's main consumers

- ❖ Sheraton hotels are popular with business travelers for their convenience and luxury.
- ❖ Leisure guests are drawn to Sheraton hotels for their ease, luxury, and relaxation.
- ❖ Sheraton hotels are located in bustling metropolises, convenient proximity to must-see landmarks, and breathtaking locations.





Identify the hotel brand's main consumers

- ❑ Sheraton hotels provide high quality of service and luxurious rooms.
- ❑ Groups often choose Sheraton hotels as the meeting and event destination of choice.
- ❑ Sheraton hotels offer modern audiovisual technology and spacious meeting rooms.
- ❑ Sheraton hotels are renowned for their excellent service and hospitality.

nature, scope and role of the guest services and facilities

Services provided by Sheraton hotels include 24-hour room service, spa, fitness center, business center, and concierge.

Sheraton hotels offer a variety of entertainment, such as a poolside bar and live music in the lobby.

24-hour security and other safeguards are available to ensure guests feel safe and secure.

Guests have access to free Wi-Fi, free breakfast, and free shuttle service.



nature, scope and role of the guest services and facilities

- ▶ Sheraton hotels are popular among business travelers for their convenience and luxury.
- ▶ Sheraton hotels are great for leisure guests due to their ease, luxury, and relaxation.
- ▶ Sheraton hotels provide modern audiovisual technology, spacious meeting rooms, and other conveniences for groups.

Explain the need to consider the role and function of guest services in general

- ▶ Understanding the importance of guest services is crucial in the hotel industry.
- ▶ Excellent service to guests can encourage client retention and return visits.
- ▶ Staff members need to be well-equipped with knowledge and resources to give excellent service.
- ▶ Ensuring guest safety and security is an important responsibility.





Explain the need to consider the role and function of guest services in general

- ▶ Employees need to be well-trained and educated on safety procedures and standards.
- ▶ Quality of service has a direct impact on a company's reputation.
- ▶ Employees have the important task of making customers feel welcome and at ease.
- ▶ Well-executed guest services can benefit a company's reputation, customers, and income.

Discuss the importance of hospitality and how hotels meet/exceed guest expectations



1. Understanding the importance of guest services in the hotel industry.



2. Ensuring customer satisfaction through excellent service.



3. Providing staff with the right training and assistance.

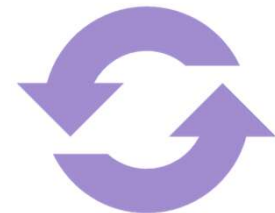
Discuss the importance of hospitality and how hotels meet/exceed guest expectations



4. Creating a safe and secure environment for visitors.



5. Aiming to exceed guest expectations.



6. Generating repeat business and loyalty to the brand.

References

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