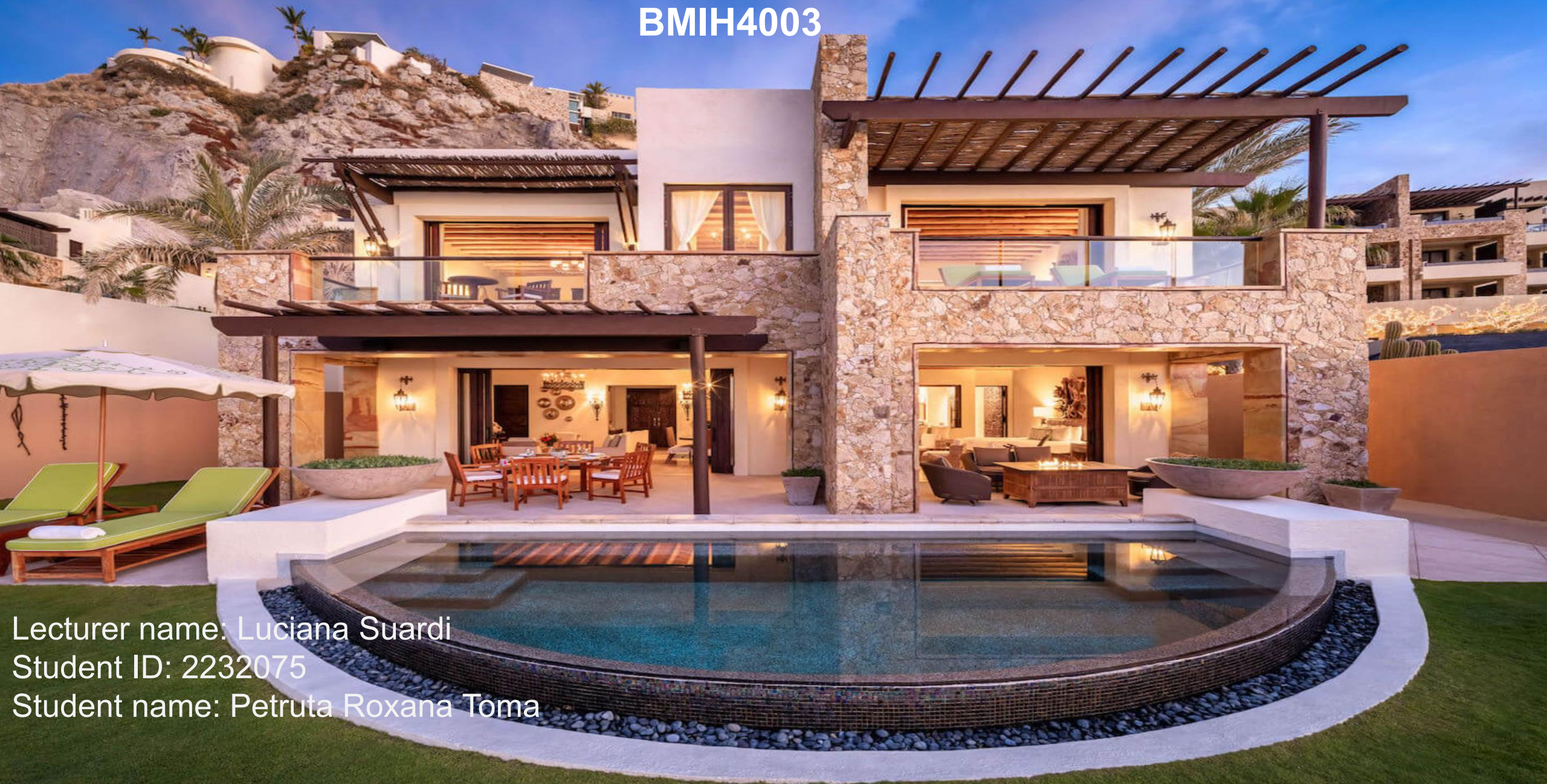


Hospitality and Guest Services

BMIH4003



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Introduction

- Waldorf Astoria Hotels & Resorts UK is a luxury hospitality brand with properties in London and Edinburgh, providing visitors with upscale accommodations and services. (Hilton, n.d.).
- The Waldorf Astoria Edinburgh - The Caledonian, which originally opened in 1903 as a railway hotel, was rebranded as a Waldorf Astoria property in 2012. (Hilton, n.d.)
- Waldorf Astoria Hotels & Resorts UK is a part of the larger hospitality industry, which has its origins in hospitality and tourism and is influenced by consumer behavior in tourism (O'Gorman, 2010).
- The brand's performance and talent management strategy is regarded as innovative in the industry (Tracey, 2014)



Eisen, D. 2013. Luxury Travel Advisor

Main consumers

- The hotel's central location and reputation for providing superior service and conveniences make it especially appealing to wealthy individuals and groups travelling for business or pleasure. (Walker, 2013).
- Waldorf Astoria Hotels & Resorts UK attracts discerning travelers who value personalized service, exquisite accommodations, and distinctive amenities who are willing to pay a premium for an exceptional hospitality experience comprise the hotel's target market. (Hilton, n.d.).
- The hotel's primary clientele consists of wealthy individuals and corporate clients desiring privacy, security, and exclusivity (Tesone, 2014).



(Wikipedia Contributors, 2021)

The nature of guest services and facilities



- Waldorf Astoria Hotels & Resorts UK provides a variety of guest services and facilities designed to make available a luxurious and personalised experience for guests (Walker, 2013).
- The hotel's emphasis on personalised service and distinctive amenities will likely contribute to its appeal among luxury travellers. (Heppell, 2015)
- The guest services and facilities at Waldorf Astoria Hotels & Resorts UK reflect its positioning as a luxury hotel brand that appeals to discerning travellers seeking an exceptional hospitality experience (Morrison, 2014).

The scope of the guest services and facilities

- Guest services comprise every aspect of a guest's stay, from making a reservation to checking out (Walker, 2013).
- Guest services encompass the management of visitor complaints and the prompt and effective resolution of issues. (Wood, 2015)
- Guest services are indispensable for generating positive guest experiences and fostering consumer loyalty. (O'Fallon and Rutherford, 2010)
- Guest services and facilities refer to the variety of amenities and services provided to visitors during their stay in a hotel or hospitality establishment (Vallen and Vallen, 2014)



The role of the guest services and facilities



- In the hospitality industry, visitor services and facilities are essential because they directly affect the guest experience and satisfaction. (Walker, 2013)
- A positive guest experience can result in repeat commerce and favorable word-of-mouth. (Walker, 2013)
- A hospitality operation's guest services and facilities can help differentiate it from its rivals.
- Providing extraordinary guest services and amenities can increase passenger loyalty and emotional attachment to a property. (Tesone, 2014)

Role and function of guest services



- In the hospitality industry, guest services refer to the services provided to visitors during their stay, such as housekeeping, room service, concierge, and maintenance (Walker, 2013).
- Guest services are responsible for ensuring that visitors have a pleasant and comfortable stay, which can lead to repeat business and positive word-of-mouth (Walker, 2013).
- Guest services' purpose is to create a positive guest experience by providing personalized services and anticipating guests' requirements (Tesone, 2014).
- Guest services play a vital role in resolving any issues or complaints that guests may have during their stay, which can prevent negative reviews and increase guest satisfaction (Tesone, 2014).
- The role and function of guest services is essential to the success of any hospitality operation, as exceptional guest services can guarantee traveler satisfaction, loyalty, and positive word-of-mouth. (Tesone, 2014).

Importance of hospitality

- Hospitality is essential for success in the hospitality industry because it creates a positive guest experience, fosters customer loyalty, and sets businesses apart from their competitors (Tesone, 2014).
- To exceed guest expectations, personalized experiences, effective communication, and anticipating visitor requirements are required (Heppell, 2015).
- In addition, it is essential to provide high-quality amenities, facilities, and unique experiences to exceed guests' expectations (O'Fallon and Rutherford, 2010).
- Consistently exceeding guest expectations results in a loyal customer base and a reputation for industry-wide excellence (O'Fallon and Rutherford, 2010).



Pennington, B. 2020. Waldorf Astoria Magazine.

Conclusion

- Waldorf Astoria Hotels & Resorts UK is a luxury hotel chain that focuses on providing its guests with high-quality amenities, personalized experiences, and superior customer service.
- Its success in the hospitality industry can be attributed to its emphasis on generating positive guest experiences, fostering customer loyalty, and differentiating itself from competitors.
- The principles of management, talent management, service operations management, and consumer behavior in tourism all contribute significantly to the brand's excellent reputation.
- Waldorf Astoria Hotels & Resorts UK is a premier brand that leaves a lasting impression on its visitors by providing exceptional customer service and personalized experiences.



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