

BMIH4003

Hospitality and Guest Services

The role and importance of quality service, hospitality and guest services in the hospitality industry based on a Hilton Worldwide brand



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Introduction

- Customers are vital to any organisation, but in the Hilton Worldwide industry, guests and travellers are the most important customers. (Boella et al, 2019).
- In order to offer the services that visitors or travellers want to make their stay more pleasant and enjoyable, Hilton Worldwides must prioritise hospitality management (Hossain et al., 2020).



Briefly introduce Hilton Worldwide brand

Formerly	Hilton Hotels Corporation (1919–2009)
Type	Public
Traded as	•NYSE: HLT •S&P 500 component
Industry	Hospitality
Founded	May 31, 1919; 103 years ago in Cisco, Texas
Founder	Conrad Hilton
Headquarters	Tysons, Virginia , U.S.
Number of locations	7,165 (2022)
Area served	Worldwide



Identify the Hilton Worldwide brand's main consumers

The biggest and fastest-growing industry in the world is tourism and hospitality. Serving tourists or other people with consistency, excellence, and quality is referred to as hospitality. (Boella et al, 2019).

- Families.
- Tourists.
- Travellers.
- Special.
- Business.
- Luxury.
- Eco-friendly (Boella et al, 2019).



Outline the nature, scope and role of the guest services and facilities that are provided to these guests by the Hilton Worldwide brand

- Nature

Hospitality-focused,

- attentive,
- responsive, and
- dedicated to guest satisfaction.

Scope

- Providing exceptional assistance throughout guests' stay,
- exceeding their expectations. (Ali et al, 2018).



Outline the nature, scope and role of the guest services and facilities that are provided to these guests by the Hilton Worldwide brand

- Role

- Assisting guests,
- ensuring satisfaction, and
- enhancing overall experience.

- We must show how the Hilton Worldwide industry's contribution to the tourist sector compares to other industries in order to illustrate the significance of Hilton Worldwide hospitality.
- Around 5% of the global GDP and approximately 9% of the UK's GDP. Then, in order to advance the Hilton Worldwide industry, the hospitality service must be enhanced. (Biswas-Diener et al, 2019).



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

- attending to their needs,
 - answering inquiries,
 - handling requests,
 - resolving issues,
 - coordinating services, and
 - ensuring overall guest satisfaction
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- The Hilton Worldwide industry made for around 3% of the economy's production in 2019 before the epidemic. It is possible to describe a Hilton Worldwide as good hospitable if it has excellent management of its catering services and offers a variety of dining options and entertainment options. (Boella et al, 2019).
 - A happy client, who results from a successful guest relationship, is advantageous to any organisation. Maintaining the guests' happiness and ensuring that they return home grinning is challenging but vital (Hossain et al, 2020).



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

- creating a positive and memorable experience for guests,
- fostering a welcoming environment and
- building guest loyalty.

- A lot of thought goes into creating subgroups for targeting. The hospitality industry attracts customers who are interested in the goods and services that a Hilton Worldwide or person offers. The four pillars of hospitality are what drive the Hilton Worldwide industry. (Boella et al, 2019).
- These four factors help Hilton Worldwide management decide how much money will be donated to charity. The four areas are accommodation, food and drink, entertainment and leisure, and travel and tourism (Vij et



The importance of hospitality

- It helps build better relationships with people. ...
 - Helps see a different perspective. ...
 - Reminds of what have to offer. ...
 - Helps build support network. ...
 - It's a way to show love. ...
 - Lets others know they are important. .
 - Keeps us feeling connected. ..
 - Makes us happier.
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- Both the person and the company providing hospitality services need to possess certain abilities to provide a high-quality service. In any business, customer service is essential, but in the Hilton Worldwide sector, it is the first and most pressing necessity of guests or travellers. (Boella et al, 2019).
 - Visitors and tourists who are looking for services to make their stay more relaxing and comfortable must possess greater emotional intelligence and empathy, work well in teams, be proficient in stress and time management, have the ability to solve problems, and, finally, have the strategy and innovation to get past any challenges (Anderson et al., 2019).



How Hilton Worldwides meet/exceed guest expectations

- Provide digital solutions to enhance guest experience. ...
- Listen closely & anticipate guest needs. ...
- Use personalization to make your guests feel appreciated. ...
- Be willing to help. ...
- Ask for feedback regularly

Air quality, water, and sleep are considered to be the physical needs of hospitality services by Abraham Maslow. Again, the second aspect of the idea is the traveller's safety. (Boella et al, 2019). Neighbours, guest service, hospitable standards, or the environment are examples of social demands at a Hilton Worldwide. The latter two, self-actualization and esteem, speak to Hilton Worldwide amenities that add value and provide a positive new experience for the visitor (Kabadayi et al, 2019).



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