

Hilton Cardiff Hotel

BMIH4003

Hospitality and Guest Service Management

Name of student: Mirela Mihaela Motohoi

Lecturer: Muhammad Cassamo

Table of Contents

- **Introduction**
- **Hilton Cardiff Hotel**
- **Importance of Hospitality**
- **Hilton Cardiff Hotel Targeted Consumers**
- **Role and Function of Guest Services**
- **Guest Services and Facilities**
- **Scope and Role and Guest Services**
- **Exceeding Expectations**
- **Conclusion**

Introduction

- The presentation emphasises selecting a hotel brand
- The selected brand is Hilton Cardiff Hotel of Hilton, located worldwide
- Emphasis is on analysing the role and importance of hospitality and quality services
- The aim is to determine the targeted customers of the hotel
- The role and function of guest services are also discussed





Hilton Cardiff Hotel

- Hotel Cardiff is a luxurious brand name.
- Located in city center, Cardiff in a very expensive commercial area.
- Offers latest technologies and facilities including spacious rooms, spa, gym, sauna, etc.
- Has maintained a high standard, which provides it a competitive advantage (Hilton, 2023).





Importance of Hospitality

- Hospitality means showing excellence and level of professionalism.
- Builds understanding and appreciation among cultures
- Includes providing excellent customer service, going above and beyond.
- Helps in enhancing overall reputation of the hotel (Daoust, 2021)



Hilton Cardiff Hotel Targeted Consumers

The hotel is a popular choice for both leisure and business travellers.

Segmentation	Targeting
Geographic	Cardiff, UK
Demographic	Income – high income earners Upper social class
Behavioural	Business travel, Travelling for leisure
Psychographic	Those who like to perceive high status and achievements





Role and Function of Guest Services in the Hospitality Industry

- Involves offering consistent delivery of products and services
- Meeting and exceeding the expectations of guests to ensure satisfaction
- Facilitates maintaining good relationship with the customers, thereby, enhancing loyalty.
- Increase hotel recommendations by customers resulting in improved business growth (Teng, 2019)



Role and Function of Guest Services in the Hospitality Industry

- Aimed at the provision of delightful experience while staying at the hotel
- A good guest service means following best practices to value customers
- The focus is on the provision of resourceful and knowledgeable services
- Requires demonstrating skills, such as communication, problem solving and patience to resolve any complaints

(Khan *et al.*, 2015)



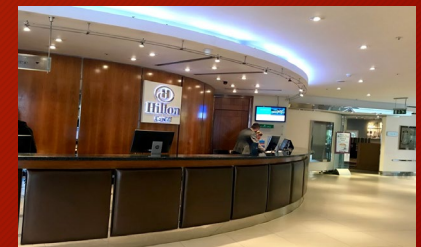
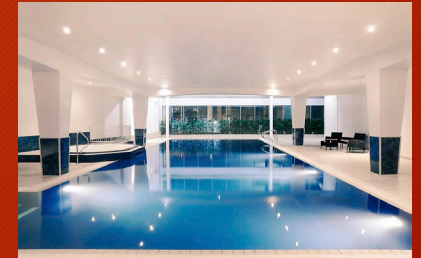
Hilton Cardiff - Guest Services and Facilities

- **Accommodation** - spacious rooms that are equipped with modern amenities, per night stay at a King guest room cost at least 112 pounds.
- **Dining options** - restaurant serving international cuisines
- **Business centre** – meetings rooms available for arranging corporate meetings
- **Parking facilities** - the hotel features secure on-site parking for guests' convenience (Hilton Cardiff, 2023)



Hilton Cardiff - Guest Services and Facilities

- **Events** - Ballrooms and other smaller rooms for events, such as weddings
- **Leisure** - fitness centre, offering a range of exercise equipment
- **Customer service** - friendly and knowledgeable staff is available to assist guests
- **Accessibility** - accessible rooms and facilities, including ramps and elevators (Annual Report, 2020; Chang *et al.*, 2019)





Hilton Cardiff - Scope and Role and Guest Services

- The Hilton Cardiff Hotel play a crucial role in providing guests with a memorable stay.
- Comfort and Convenience are evident from the range of guest services offered.
- Hotel's commitment to providing excellent customer service results in customer satisfaction
- Hotel services increase the likelihood that guests will return for future stays.
- This, in turn, is enhancing the hotel's reputation and providing a competitive edge (Annual Report, 2021).





Role of Hilton Cardiff in Exceeding Expectations

- The hotel's staff provides personalised service to each guest
- The convenient location, close to local attractions and activities, allows guests to easily explore the city
- Hotel is committed to sustainability through its environmentally friendly practices
- The focus on sustainability sets the hotel apart and helps ensuring a more sustainable future
- Provides guests with a comfortable and convenient base for exploring all that Cardiff has to offer (Matteucci, 2020)



Conclusion

- The hospitality industry offers a number of benefits both for employees and guests.
- The Hilton Cardiff hotel also plays a major role in attracting tourists, thereby having a positive impact on the local economy.
- From convenient and comfortable places to stay to meeting and conference facilities, Hilton Cardiff is standing out.
- In this manner, excellent hospitality sets the hotel apart from its competitors, giving it a competitive edge.

Thank You

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