



Hospitality guest and services

TITLE: ROLE AND IMPORTANCE OF QUALITY
SERVICE, HOSPITALITY AND GUEST SERVICE IS
HOSPITALITY INDUSTRY IN DELTA HOTELS

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Introduction

- Hospitality is a crucial element in establishing the guest's experience. It consists of customized service, concentration, openness, and consistency, all of which contribute to meeting and exceeding client expectations. By acknowledging individual preferences and going beyond to satisfy their needs, hotels can create unique experiences that leave a lasting impact. The importance of hospitality and the efforts made by hotels to provide wonderful tourist experiences are highlighted in this debate. Through training courses and a focus on individualized service, hotels aim to create strong relationships with guests, reward loyalty, and foster a positive reputation. Hotels that prioritize hospitality produce environments where guests feel valued, treasured, and cared for during their stay.



Background of delta hotels

- ▶ Delta hotels is one of the hotels under Marriot Hotel chain.
- ▶ In 1962, Delta Hotels was founded as a hotel chain in Canada. It started as a small chain of motels called "Delta Motor Inns," with the intention of providing comfortable lodging for visitors.
- ▶ Over time, the brand expanded and changed into a full-service hotel brand that offers a range of facilities and services.
- ▶ In 2015, Marriott International acquired Delta Hotels, bringing them within the Marriott brand. Through this deal, Delta Hotels kept its own distinctive brand and commitment to providing a smooth travel experience while gaining access to Marriott's wide network and financial stability (Hornby and tenca, 2010).
- ▶ In today's world, Delta Hotels operates hotels in important cities across the US, China, Canada, and other nations.



Delta hotels main consumers

- ▶ Delta Hotels caters to a wide range of consumers but focuses a big emphasis on business visitors and corporate clients. Due to its prime positions in crowded business areas and major cities, Delta Hotels offers a wide range of amenities and services to satisfy the needs of business travelers. These include business centers, technologically advanced meeting rooms, high-speed internet access, and a focus on rapid service (Wind and Scarbrough, 1989). Delta Hotels not only entices business travelers but also vacationers and visitors looking for pleasant lodging. Due to its commitment to providing a seamless travel experience, attention to detail, and comfortable rooms, the brand will appeal to leisure travelers who appreciate efficiency and quality.



Nature and scope of the guest services and facilities that are provided to guests by the delta hotel

- ▶ Delta Hotels offers a variety of guest services and amenities to ensure that guests enjoy a comfortable and relaxing stay. These facilities and services have been designed with a variety of needs for both business and leisure tourists in mind (Newsome and Dowling, 2006). Delta Hotels, primarily, provide opulent, comfortable lodging. Modern amenities in their guest rooms and suites, including plush bedding, spacious workstations, and complimentary Wi-Fi, guarantee their guests a relaxing and productive stay. To satisfy a range of preferences, Delta Hotels offers several eating options. Visitors can enjoy a range of gastronomic experiences on the premises, including both international and regional cuisines, in the restaurants, cafes, and bars. Delta Hotels offers well-equipped conference and event venues for business travelers. These include ballrooms, boardrooms, and adaptable conference rooms that are supported by expert event planning services and outfitted with innovative audiovisual technology. The goal is to provide the highest level of efficiency and convenience for corporate meetings, conferences, and social events. Many Delta Hotels have fitness centers with innovative workout equipment, swimming pools, and spa amenities to promote health and wellness. During their stay, visitors can engage in holistic activities like workouts, lap swimming, and relaxing spa treatments (Wu and Hollis, 2013). Additionally, to provide connectivity for business travelers, Delta Hotels provides high-speed internet access throughout the facility. To accommodate business visitors' demands, they also offer office services including printing, faxing, and copying.



Role of guest services and facilities that are provided to guests by the delta hotel

- The services and amenities provided by Delta Hotels to its guests are crucial to enhancing their entire stay and guaranteeing their enjoyment. These facilities and services serve many purposes and support many aspects of a visitor's stay (Tax and brown,1998). First, guests can relax and rejuvenate in cosy apartments equipped with modern comforts after a long day of travel or work. The elegantly furnished guest rooms and suites provide a warm environment, ensuring a restful night's sleep and a pleasurable stay. The dining options at Delta Hotels are convenient and diverse for guests. These choices provide tourists with a variety of dining alternatives, whether it be a quick breakfast at a café or a fine dining experience at an on-site restaurant. They appeal to all tastes and interests. The meeting and event spaces of Delta Hotels were designed to facilitate successful corporate gatherings. Thanks to innovative technology and expert event planning services, these rooms deliver perfect conferences, meetings, and social gatherings, supporting corporate clients' business ambitions. To promote guests' welfare, facilities for fitness and wellness are essential. With the help of Delta Hotels' fitness centres, swimming pools, and spa facilities, guests can maintain their workout routines, unwind, and indulge in self-care while they are there, improving their wellbeing. High-speed internet access and business services are crucial for business travellers who want connectivity and assistance for their professional needs. Delta Hotels provides trustworthy internet connections in addition to professional services like printing and copying (DiPietro and Wang, 2010).





Need to consider the role and function of guest services in general

- ▶ The hotel sector must carefully analyse the role and purpose of guest services to enhance overall guest satisfaction and experience (Kim, 2001). Throughout their visit, guests are provided with a range of interactions and facilities with the intention of meeting their needs, exceeding their expectations, and making a strong first impression. One of the primary factors to consider while considering the goal and function of guest services is ensuring that customers are satisfied. By offering excellent services, hotels may enhance the guest experience and produce helpful reviews, repeat business, and word-of-mouth recommendations. Customers who like their stay are more likely to tell their friends and relatives about the hotel. Guest services are crucial in addition to enhancing their stay and making it unforgettable. By knowing about each visitor's tastes, requirements, and desires, hotels can tailor their offerings to meet their needs. When they are given a tailored experience that makes them feel valued and appreciated, customers are more satisfied and loyal. The quality of the hotel's guest services also has an impact on its reputation and market competitiveness. In a market where competition is fierce, providing exceptional services can help a hotel stand out from the crowd and attract more guests. The reputation and visibility of the hotel can be enhanced through positive guest experiences and reviews, which may lead to an increase in bookings and revenue. By consistently offering top-notch guest services, hotels may develop enduring relationships with their patrons (Barlow and Stewart, 2004).

Importance of hospitality and how hotels meet/exceed guest expectations

- The importance of hospitality in the hotel industry cannot be overstated because it creates the foundation for excellent visitor experiences. It involves creating a warm and welcoming environment, anticipating and satisfying guest needs, and ensuring their comfort and enjoyment throughout their stay. By prioritizing hospitality, hotels may create long-lasting relationships with customers and exceed their expectations. Personal attention is a crucial aspect of hospitality. Hotels make a lot of effort to understand each visitor's interests and provide tailored services. This may mean addressing them by name, offering them personalized amenities or services, and determining their needs before they even voice them. Hotels may go above and above to provide their guests with the customized attention they deserve, exceeding their expectations and creating outstanding experiences. Being vigilant and sensitive is yet another essential element (Manhas, 2015). The staff of hotels that priorities hospitality receive training on how to pay attention to and handle demands from and for guests. You demonstrate that you care about meeting or surpassing your customers' expectations by immediately responding to customer questions or resolving any issues that may arise. Consistency is also vital. Hotels work hard to consistently offer visitors first-rate encounters and services. Maintaining consistent standards ensures that guests receive the same degree of hospitality from the moment they arrive until they check out. Customers' loyalty and trust are encouraged since they know they can count on the hotel to consistently meet or exceed their expectations.



Conclusion

- ▶ The hospitality industry places great value on it since it gives guests unforgettable experiences. By prioritizing individualized service, attention to detail, responsiveness, and consistency, hotels may meet and exceed visitors' expectations. By going beyond understanding and foreseeing individual visitor requests, hotels can create memorable experiences that foster client satisfaction and loyalty. For the hotel industry to continue providing consistently lofty standards, personnel training programmes are crucial. By embracing the principles of hospitality, hotels may create enduring relationships with customers, build a stellar reputation, and thrive in a competitive industry. Finally, a commitment to hospitality enables hotels to create a welcoming and pleasurable environment where guests feel valued and cared for during their stay.



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