

**The role and importance of
quality service,
hospitality, and guest
services within the hotel**

Industry

Double Tree by Hilton

Student name:

Ionut Margarit

Student ID number:

2229576

Module title:

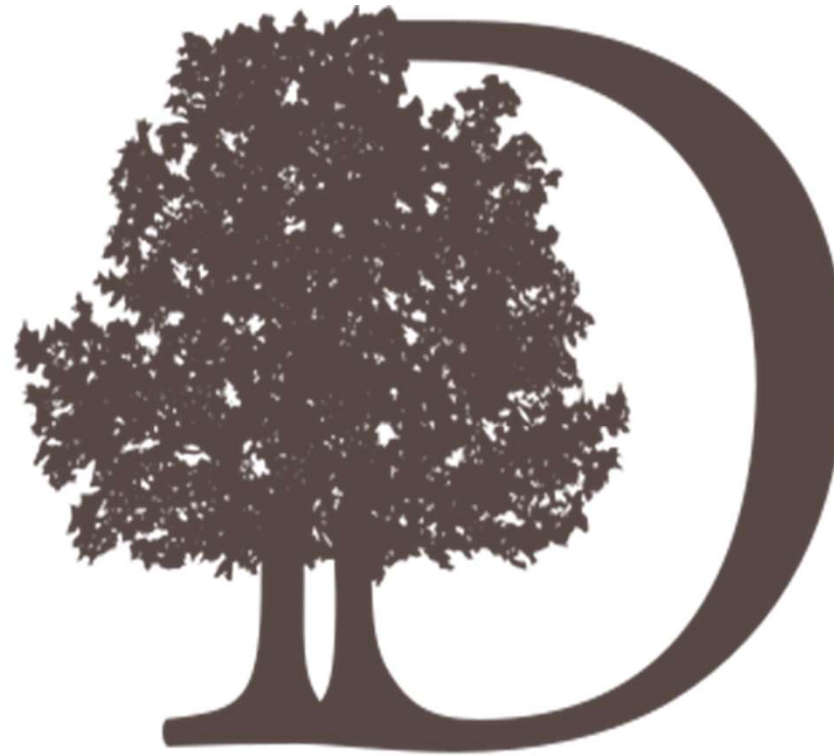
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Charlotte Joyner



DOUBLETREE

BY HILTON™

Table of content:

[Introduction](#)

[Main Consumers of](#)

[DoubleTree by Hilton](#)

[Nature, Scope, and Role of](#)
[Guest Services and Facilities](#)

[Role and Function of Guest](#)
[Services](#)

[Importance of Hospitality](#)

[Industry](#)

[Meeting and Exceeding Guest](#)

[Expectations](#)

[Conclusion](#)

[Summary](#)

[References](#)



Introduction

- Hotel Brand: DoubleTree by Hilton (Wood, 2015).
- Positions within the hospitality industry (O'Fallon & Rutherford, 2010).
- Importance of quality service, hospitality, and guest services in the hotel industry (Heppell, 2015).

Table of
content



Main Consumers of DoubleTree by Hilton

- Hotel Brand's main consumers (Wood, 2015).
- Target market and customer segment (Johnston et al., 2012).
- Hotel Brand's positioning and target audience (Swarbrooke & Horner, 2021).



[Table of
content](#)

Nature, Scope, and Role of Guest Services and Facilities

- Guest services and facilities provided by DoubleTree by Hilton (Vallen & Vallen, 2014).
- Services such as check-in/check-out, concierge, room service, amenities (O'Fallon & Rutherford, 2011).
- Double Tree by Hilton Brand's commitment to enhancing guest experiences (Tesone, 2010).



Role and Function of Guest Services

- Role and function of guest services in general (Walker & Walker, 2013).
- How guest services contribute to customer satisfaction and loyalty (Heppell, 2015).
- Impact of positive guest experiences on the hotel's reputation and success (O'Fallon & Rutherford, 2011).



Table of
content

Importance of Hospitality Industry

- Hospitality and its significance in the hotel industry (Swarbrooke & Horner, 2021).
- Hotels like DoubleTree by Hilton create a hospitable environment (Walker & Walker, 2013).
- Double Tree by Hilton Brand's efforts to provide warm, welcoming, and personalized experiences (Thomann, 2018).

[Table of
content](#)



Meeting and Exceeding Guest Expectations

- DoubleTree by Hilton meets and exceeds guest expectations (Hilton, n.d.).
- Amenities, services, or programs offered by the brand (Vallen & Vallen, 2014).
- Double Tree by Hilton Brand's commitment to exceptional customer service and guest satisfaction (Shin & Cho, 2023).



[Table of
content](#)

Conclusion

- Key points discussed in the presentation (Atanga et al., 2022).
- Importance of quality service, hospitality, and guest services in the hotel industry (Pasape, 2022).
- DoubleTree by Hilton as a luxury hotel brand that prioritizes guest experiences (Enz, 2010).

[Table of content](#)



Summary

- Summary of the presentation's key takeaways.
- Significance of quality service, hospitality, and guest services in the hotel industry.

[Table of content](#)



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