



Hospitality and Guest Services

DOUBLE TREE HOTEL AND RESORT

Student: Violeta-Ionela Necsoi

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Lecturer: Muhammad Cassamo

Table of contents

- ▶ Introduction
- ▶ Overview of the Hotel
- ▶ Consumers of the brand
- ▶ Nature and scope of guest service
- ▶ Values
- ▶ Role of guest services and facilities
- ▶ Role and function of guest services
- ▶ Importance of Hospitality
- ▶ Exceeding guests expectations
- ▶ Conclusions

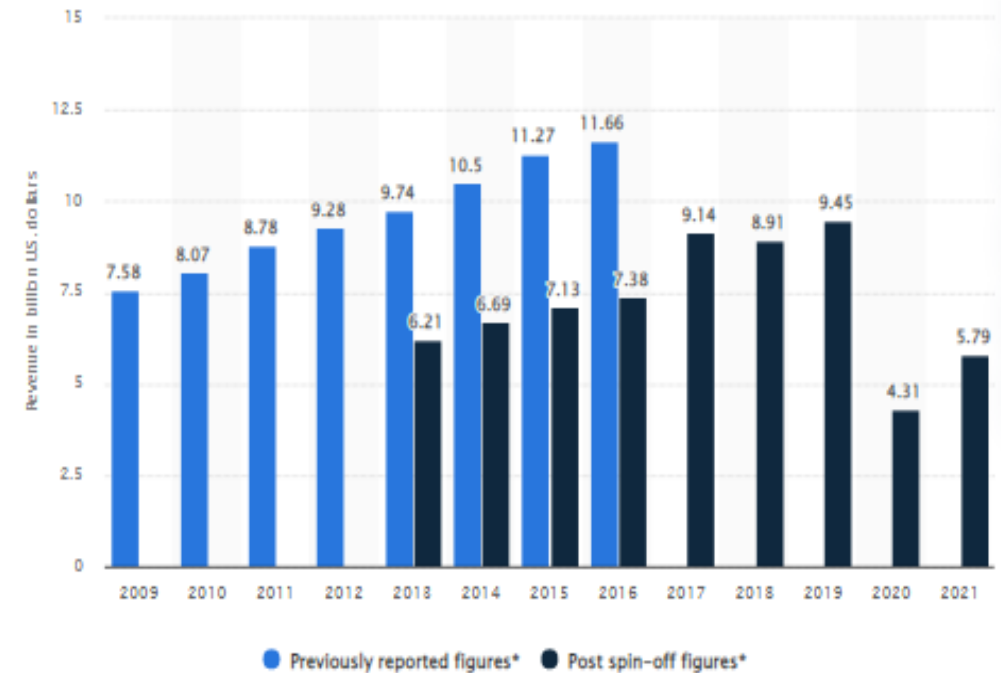
Introduction

- ▶ The Presentation is aimed at presenting Double tree hotel's hospitality and guest service
- ▶ The Presentation will comprehend the consumer of Double Tree Hotel
- ▶ The nature and scope of guest services will be discussed, along with the role and functions of guest services
- ▶ Further, it will analyse the importance of hospitality services in relation to changing nature of consumer demands



Overview of Hotel

- ▶ Doubletree Hotel is an American hotel chain regulated by Hilton globally.
- ▶ The Hotel has been the fastest-rising Hilton Brand by various properties.
- ▶ The Hotel is located in 47 countries worldwide.
- ▶ The slogan of Double Tree by Hilton is "come for a stay and see how nice travel for
- ▶ The Hotel grows due to joint ventures and international acquisitions.
- ▶ In 2021, the Hotel generated about 5.79 billion US dollars (Statista, 2022)



Consumers of hotel brand

- ▶ Double Tree target people that follow a luxury lifestyle
- ▶ The main consumer of the Hotel are professionals with a high level of income
- ▶ Double Tree charges premium prices for their services and products
- ▶ Double Tree has diversified the brand and has various brands in order to fulfil all kinds of customers (Cvelbar et al., 2017)



Nature and scope of guest service

- ▶ The aim of Double Tree is to generate profit by selling various things
- ▶ For instance, meals, room service, and expanding business to enhance customers and sales.
- ▶ The Hotel delivers first-class and unique services for achieving guest fulfilment through permitted and skilled workers.
- ▶ Double Tree's diamond and gold status guests get complimentary breakfast (Hilton, 2023a).





They deliver extended fitness centre services.



Their fitness centre is open 24 hours and 7 days for regular workouts



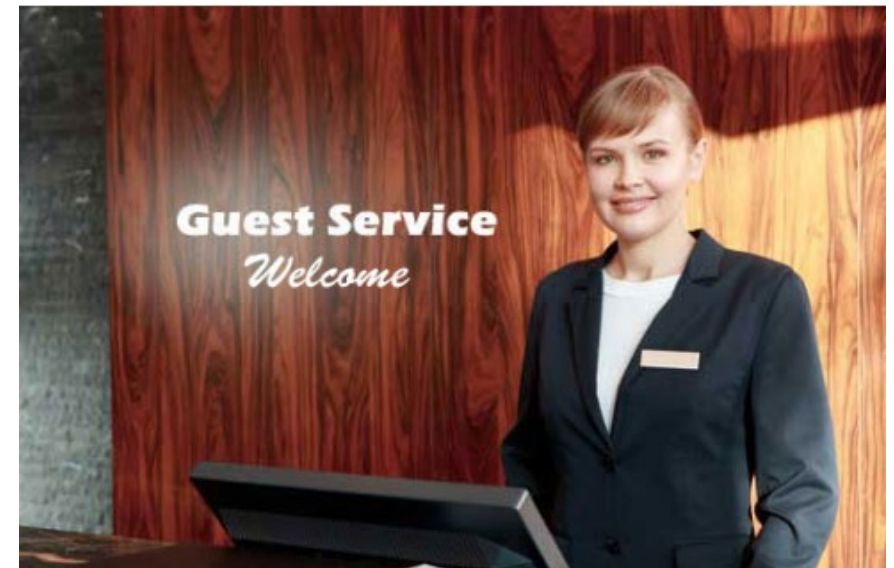
The culture of Double Tree is devoted to delivering comprehensive service quality to the guests (Hilton, 2020)

Role of guest services and facilities

- ▶ The objective of guest service is to deliver customers a pleasant experience.
- ▶ The role of guest service is to fulfil requirements instead of delivering satisfaction and comfort.
- ▶ The Hilton is well-known for its luxurious accommodations and high-quality services.
- ▶ The guest agent at Double Tree Hotel is accountable for delivering excellent guest service.
- ▶ They welcome guests upon arrival and check in and out, provide support with any problem, and answer any questions of guests (Hilton, 2023b)
- ▶ Responsible for regulating security cameras and responding to safety issues or suspicious actions (CLIMB, 2022)

Role and function of guest service

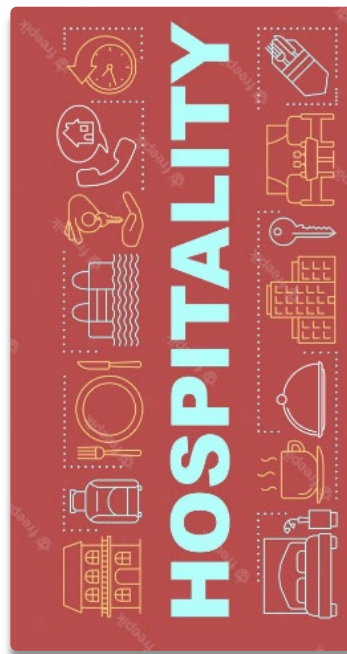
- ▶ Guest Service is the advice given by a hotel to individuals who reserve their slot, stay and purchase services and products at Hotel.
- ▶ The main duty of guest service is to help guests with the check-in and out procedure.
- ▶ They deliver important information regarding services
- ▶ Accommodates guests throughout their stay in a friendly and attentive way (Choi et al. 2020)
- ▶ Guest service must have the capability to transfer data, and their concept clearly



Importance of Hospitality

- ▶ Hospitality is the art of making people feel welcome
- ▶ Hospitality is also known as the tourism and travel industry
- ▶ It delivers accommodation, drinks, food, and other important services needed by their guests
- ▶ It refers to the connection between the host and guest





- ▶ The industry is worldwide and diverse and is highly influenced by changes in the economy as also by numerous occurring all over the globe (Rhous and Singal, 2020)
- ▶ People take benefit of hospitality and spend money in retail sectors, drinking and dining areas, and more.
- ▶ Further, it assists in funding infrastructure growth for local societies.
- ▶ It also provides various job and career opportunities that enable workers to live their best lives and be happy (Walker, 2021)

How Hotel exceed guest expectations

- ▶ The hotel may exceed guest expectations by providing a digital solution to improve their experience.
- ▶ They must deliver premium and high-quality services
- ▶ The main focus of hotels should be providing and satisfying the expectations of their guest
- ▶ The hotels must take feedback from guests that will assist in collecting relevant information (Mohsin et al. 2019)
- ▶ The Hotel must use personalisation to make the guests feel respected



Conclusion



The Presentation demonstrated that Double Tree focuses on high-quality and luxurious services.



They are well-known for delivering guest services which are essential for success.



They are able to fulfil the expectations and demands of their customers, which may assist them in attaining a competitive advantage.

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