

**Module Title: Hospitality and Guest
Services**

Module Code: BMIH4003

**Programme: International Hotel
Management**

**Assignment Title: The role and
importance of quality service,
hospitality, and guest services within
the hotel industry**

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Table of contents

- Introduction
- Identification of the Hilton Hotels & Resorts' main consumers
- Nature of guest service provided by Hilton Hotels & Resorts
- Scope of the guest services offered by Hilton Hotels & Resorts
- Role of customer services and facilities provided by Hilton Hotels & Resorts
- Role and functions of guest services in hotels
- The significance of the hospitality sector
- The ways hotels meet and exceed guest expectations
- Conclusion
- References

Introduction

- Hilton Hotels & Resorts is a flagship brand of Hilton Worldwide.
- The first hotels of “Hilton” were first established by its founder Conrad Hilton (Hilton Brands, 2023).
- Hilton Hotels & Resorts has around 601 hotels on six continent.
- It is one of the largest and fastest growing hotel brands under the chain of Hilton Worldwide.



Identification of the Hilton Hotels and Resorts' main consumers

- ◉ The main consumers of Hilton Hotels & Resorts are travelers and tourists (Hilton, 2023).
- ◉ The hotel brand targets both business and leisure travelers.
- ◉ The high class people are the target customers of the hotel group.
- ◉ Hilton Hotels & Resorts mostly targets business professional and they have established themselves around major business hubs.



Nature of guest service provided by Hilton Hotels & Resorts

- Hilton Hotels & Resorts provides a range of food and drinks.
- It offers accommodation facilities.
- It offers inclusive access to all its guests (Su and Reynolds, 2019).
- It provides customer loyalty points to regular customers.



Scope of the guest services offered by Hilton Hotels & Resorts

- Hilton Hotel & Resorts offer meals and room services.
- It caters to the needs of leisure as well as business travelers.
- It offers guests loyalty programs (Ma, 2021).
- It provides excellent service to the guests.



Role of customer services and facilities provided by Hilton Hotels & Resorts

- Hilton Hotels & Resorts offers meeting, banquet and wedding facilities.
- It also organises special events (Arroyo Herrera, 2022).
- The hotels offer free newspapers and magazines.
- Booking and reservation can be done through online platforms.



Role and functions of guest services in hotels

- Guest services help customers with check-ins and checkouts.
- It provides essential information about hotel services (Baum, 2019).
- It assists customers to feel comfortable in the hotel.
- They also collect information and data about guests for future reference.



The significance of the hospitality sector

- ◉ The hospitality sector operated under four categories.
- ◉ The four categories are food and beverages, travel and tourism, lodging and recreation.
- ◉ The hospitality sector helps to generate employment opportunities.
- ◉ It is also a major contributor to the national and world GDP (Ehl.edu, 2022).



The ways hotels meet and exceed guest expectations

- It is essential for hotels to identify customers' expectations, needs and preferences.
- The hotels should be clean, safe and reliable.
- It should offer suitable value and experience to the customers (Mohsin *et al.*, 2019).
- It should ask for guests feedback and respond to them accordingly.



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- A word cloud visualization of the word "Hospitality" and its related concepts. The word "Hospitality" is the largest and most central. Other prominent words include "Relationship", "Entertainment", "Guests", "Host", "Providing", "Strangers", "Etiquette", "Hospital", "Industry", "Guest", "Needs", "Reception", "Practice", "Stranger". Smaller words include "Caring", "Show", "Protecting", "Respect", "Good", "Visitors", "Needs", "Reception", "Practice", "Stranger", "Guests", "Host", "Providing", "Strangers", "Etiquette", "Hospital", "Industry", "Guest", "Needs", "Reception", "Practice", "Stranger".

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