

BULGARI HOTEL

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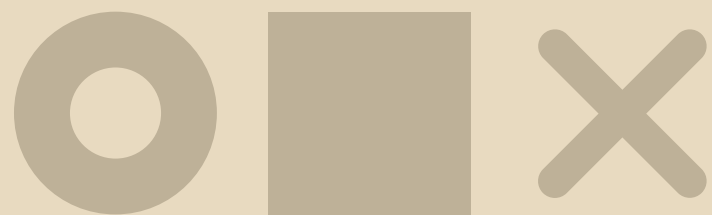
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Lecturer's name:

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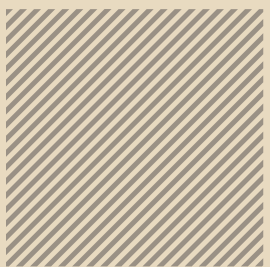
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Leisure travellers

Families

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BULGARI HOTEL

Bulgari is a luxury brand that is widely known for its exquisite Italian craftsmanship and design. The brand, owned by Marriott International, operates several hotels worldwide, each offering a unique and exclusive experience for discerning travellers.

Bulgari hotels are known for their impeccable attention to detail and commitment to providing personalized services to guests.



Bulgari hotels offer an array of guest services and amenities:



- 01 fine dining restaurants,
- 02 luxury spas,
- 03 state-of-the-art
- 04 fitness centres
- 05 personalized 24-hour butler service.

The hotel brand's main consumers



over 30 hotel brands, including the luxury brand Bulgari.



main consumers vary depending on the brand and the location of the hotel generally



the Marriott brand caters to business and leisure travellers of all ages and backgrounds



Business travellers

They make up a significant portion of Bulgari's customer base. These travellers are often on the road for work and require a comfortable and convenient place to stay while away from home. Bulgari hotels offer amenities such as business centres, high-speed internet, and conference facilities to meet the needs of business travellers



Leisure travellers



Leisure travellers also make up a significant portion of Marriott's customer base. These travellers are typically seeking a comfortable and relaxing place to stay while they explore a new city or take a vacation. Marriott hotels offer an array of amenities such as swimming pools, fitness centres, and restaurants to meet the needs of leisure travellers.

Families

Families are another significant group of consumers for Marriott hotels. These travellers require accommodations that are family-friendly and offer amenities such as children's programs and activities, kid-friendly dining options, and spacious rooms.



Cozy & Comfort

- luxury travellers are a target market for Merriot 's luxury brand, Bulgari.
- Bulgari hotels cater to these discerning travellers by offering amenities such as 24-hour butler service
- fine dining restaurants, and luxury spas.



Scope and role of the guest services and facilities



- 01 Accommodations: comfortable and stylish rooms
- 02 Dining
- 03 Fitness and Wellness:
- 04 Business and Event Facilities
- 05 Other Services: 24-hour front desk, concierge, valet parking, and room service

- The variety of guest services and facilities available at different Marriott brands, from budget-friendly to luxury
- The geographical scope
- The range of customer segments



Role of Guest Services and Facilities:

- Providing a comfortable and enjoyable experience for guests
- Meeting the needs of different customer segments
- Differentiating the brand from competitors
- Building brand loyalty and repeat business
- Generating positive reviews and word-of-mouth recommendations



The role and function of guest services in general



- Creating a positive guest experience
- Building brand loyalty and repeat business
- Differentiating the brand from competitors
- Resolving guest complaints and issues
- Providing personalized service to guests

The Function of Guest Services in the Hospitality Industry:



- Providing information to guests about hotel facilities and services
- Managing reservations and check-ins/check-outs
- Providing assistance to guests with luggage and transportation
- Coordinating and managing guest requests and preferences
- Addressing guest complaints and issues
- Providing recommendations for local attractions and events



Importance of Guest Services in Meeting Guest Expectations

- Meeting and exceeding guest expectations through exceptional service
- Providing personalized service to guests to meet their unique needs
- Providing timely and efficient service to guests
- Addressing guest complaints and issues to ensure a positive guest experience

Best Practices for Meeting/Exceeding Guest Expectations



- Training staff
- Conducting regular guest surveys
- Using technology to enhance the guest experience
- Providing personalized recommendations and itineraries
- Offering incentives and rewards to guests

Conclusions



Hotels must prioritize hospitality. By offering personalized attention, luxurious accommodations, and a variety of amenities and services, hotels can build positive relationships with guests and generate repeat business and positive word-of-mouth recommendations. By adopting best practices such as regular guest surveys and the use of technology to enhance the guest experience, hotels can continue to meet and exceed guest expectations and stay competitive in the industry.

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