

Hospitality & Guest Services BMIH4004

Assignment-1 (PPT Content)

The Role and Importance of Hospitality and Guest Services within the Hotel Industry

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Introduction

The provision of any and all services that are related with tourism falls within the purview of the hospitality business.

When it comes to customers, a hotel sees a diverse range of people coming through its doors. There are three distinct types of people that come to the site.

I. Visitors who are there for business objectives II. Visitors who are there for pleasure III. Locals

In this presentation, information on the hospitality and guest services offered by the Hilton hotel will be covered.

Importance of Hospitality and Guests service to Hotels

Because clients in this day and age are looking for more than just accommodations, hospitality and guest services are becoming more crucial. Therefore, providing excellent hospitality and service to guests is of utmost significance if you want to retain existing consumers (Eranderu, E, 2020).

The Hilton Hotel, which is part of the world's fourth-largest hotel network (Statista, 2020).

The firm was founded on May 31st, 1919; it now has operations in 119 countries with more than 6400 properties.

Services For Business Guests

The majority of the time, those who are traveling for business purposes and staying in a hotel are referred to as business guests.

Internet that is trustworthy and lightning-fast: The Hilton hotel offers its guests lightning-fast internet connections.

Convenience of work: It is able to organize business programs for the company's visitors who are there on business.

Health and diet care: It provides a customized diet plan for its premium business clients

In the event that a business traveler need emergency assistance in booking a flight, the Hilton hotel is able to assist them and also provides transportation from the hotel to the airport.

Services For Millennial Guests

Millennials have very specific preferences when it comes to traveling and seeing the world. Depending on the interests of each member of this generation, the following are some of the specific services that are aimed at providing an unforgettable experience during their stay and are included in our package: The Hilton hotel provides customized travel packages that may include sightseeing.

A client may participate in recreational activities like the hotel's scheduled fitness class, cookery class, or swimming class. The hotel also provides premium services, such as a special discount for repeat customers of the Hilton hotel.

Services For Weekend Guests

Visitors that come for the weekend often remain for the duration of the trip and make the most of their time by engaging in activities such as sight-seeing, spending time with family, and participating in other leisure pursuits. It is essential that the following amenities be provided in order to make the limited time enjoyable:

Check-in and check-out are completed in a flash: Checking in and out at the Hilton hotel may be done with the use of an app. The hotel also provides its guests with easy access to transportation by providing their own vehicle.

After-checkout services, including transport from the hotel to the airport for the visitors of the establishment.

Services For Family Guests

Family visitors are often defined as a multigenerational clan of related individuals who want to spend their vacation time together at a hotel. Family travelers frequently travel with children, who need more care and attention in order to have a pleasant stay.

Guests of the Hilton hotel are provided with all of the amenities that are required in their rooms, including sanitizer, soap, and shampoo.

Assistive services include emergency cleaning and the provision of baby necessities to visitors staying with families.

Food for children: It provides several pre-packaged meals that are especially formulated for youngsters.

Skills hotel team-members must have for high quality service delivery

Time-management: Team management is highly crucial. Because patrons of a deluxe hotel anticipate a seamless and well-coordinated level of service there (Arjona, M, 2020).

Guests experience a wide variety of challenges, each of which must be addressed individually. Therefore, it is anticipated that these issues would be resolved without incident.

Attention to Aspect: It is anticipated that the personnel would observe every detail of its clients' needs and deliver individualized service. Personalized Service:

Expertise in technology Because digitalization is being implemented in every hotel, the workforce at the hotel has to have a high level of expertise in technology.

The effect of current pandemic on guest service in hotel industry

Up to this point, Hilton hotels have always maintained a social distance between themselves and their guests.

□ Touchless Check-in and check-out: Guests may use an app to check in to the hotel on their mobile devices.

Maintaining a clean and sanitary atmosphere is one of the Hilton hotel's top priorities. Sanitation is performed on a regular basis in areas that are very touch sensitive.

During this period of pandemic, all of the employees at the Hilton hotel are required to wear masks.

□ The regulations governing the hospitality business in the UK were updated by the government. It places an emphasis on cleanliness.

Services that will remain unchanged

Delivering genuine experience: Maintaining authenticity includes providing actual customer service and immersing oneself in an authentic environment. Genuine customer care is centered on communicating with customers and fixing their problems using the company's specific knowledge.

Authenticity should be the emphasis of each hotel's distinctive offering (KOTLER, \sP, 2020). Moreover, if you want to experience full immersion, you should reach out to the locals. In the food industry, for instance, consumers have shifted their priorities away from high-priced items and toward more affordable regional specialties.

□ Delivering more customized experience: Delivering personalized service is extremely crucial. Because contemporary visitors desire personalized experience. For example tailored meal box would be appreciated by visitors (Brainia.com., 2021).

A hotel's ability to provide a one-of-a-kind experience is a key competitive advantage. Everything from the attitude of the workers to the technology used to the design, architecture, and even the cuisine served might fall into this category. Hilton hotel delivers its clients unique experience for example, by its app customers may control the lighting, air conditioner and even curtain of their room.

Strategies to manage guest expectation in changing environment

The Hilton hotel chain has developed an app that allows visitors to check in and depart without having to provide any personal information with staff.

Cleanliness and attention to hygienic standards are two of the most basic expectations that visitors have of any establishment.

Even throughout the epidemic, Hilton has maintained its standard of cleanliness.

The Hilton hotel has a policy in place where all employees get tested for COVID-19 by an outside hospital once every five days to ensure that they are not carrying the virus.

Conclusion

Providing first-rate service to guests is essential to running a successful hotel, since it is at the heart of the hospitality industry. The satisfaction of hotel patrons is directly proportional to the level of service they get, therefore attentive staff members are crucial to spreading the word about their establishment. When guests are satisfied with their stays, they are more likely to recommend the hotel to others, which in turn generates more repeat business and positive word-of-mouth. How

well customers are handled is the single most important factor in a business's success (Ktait, M. 2020). Finding out what kinds of visitors you expect, what services they want, and why they are visiting is essential in order to provide the appropriate level of service.

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The Role And Importance Of Hospitality And Guest Services Within The Hotel Industry

STUDENT NAME :

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Introduction

- ▶ **Hospitality includes all travel-related services.**
- ▶ **Hotel guests are diverse.**
- ▶ **Three visitor types exist. Businesspeople, tourists, and residents.**
- ▶ **This presentation covers Hilton hotel hospitality and guest services.**

Importance of Hospitality and Guests service to Hotels

- ▶ Modern clients want hospitality and guests service, not just lodging.
- ▶ Hospitality and guest service are crucial to retaining consumers (Erandaru, E, 2020).
- ▶ Hilton Hotel, the world's fourth-largest hotel chain (Statista, 2020).
- ▶ It was founded on 31 May 1919 and has over 6400 properties in 119 countries.



SERVICES FOR BUSINESS GUESTS

- ▶ **Business travelers stay at hotels.**
- ▶ **Speedy and reliable internet:** Hilton hotel offers fast internet connections.
- ▶ **Work convenience:** It can organize business programs for its business visitors.
- ▶ **Health and diet:** It customizes diet plans for premium corporate clients.
- ▶ **Emergency services:** The Hilton hotel can arrange a flight for a business visitor instantly and provide hotel-to-airport service.

Services For Millennial Guests

- ▶ **Millennials like different vacations.**
- ▶ **Our package offers services to make this generation's stay unforgettable, based on their preferences: Hilton hotels tailor tours with sightseeing.**
- ▶ **Recreational activities: Hilton hotel provides fitness, cookery, and swimming classes.**
- ▶ **Premium services: Hilton hotel gives frequent customers discounts.**

Services For Weekend Guests

- ▶ **Weekend tourists stay all weekend and enjoy sightseeing, family time, and other things.**
- ▶ **To make the short time pleasurable, provide these services: Rapid check-in/out: Hilton hotel provides app-based check-in and check-out and guest transportation.**
- ▶ **Post-checkout services: hotel-to-airport transfer.**

Services For Family Guests

- ▶ **Family visitors are often multigenerational relatives that vacation in a hotel.**
- ▶ **Family visitors with children need additional attention to have a good time.**
- ▶ **Hilton hotels give sanitizer, soap, and shampoo to guests.**
- ▶ **Assistive services: Emergency cleaning, baby supplies for family visitors.**
- ▶ **Child-specific meal packages.**

Skills hotel team-members must have for high quality service delivery

- ▶ **Time-management: Teamwork is crucial. Luxury hotel visitors demand seamless service ([Arjona, M, 2020](#)).**
- ▶ **Problem-solving: Guests have various issues. It should handle such issues effortlessly.**
- ▶ **Detail-oriented: Staff should notice every client demand and provide individualized service.**
- ▶ **Because hotels are digitizing, they require tech-savvy personnel.**

The effect of current pandemic on guest service in hotel industry

- ▶ **Hilton hotel consistently maintains social distance.**
- ▶ **No-touch Check-in and check-out: hotel guests may check in through smartphone.**
- ▶ **Hilton hotel maintains clean atmosphere. Sanitizes touch-prone areas routinely.**
- ▶ **Hilton hotel personnel wear masks during epidemic.**
- ▶ **The UK government issued hospitality sector regulations. Emphasizes hygiene.**

Services that will remain unchanged

- ▶ **Delivering genuine experience:** Maintaining authenticity requires actual customer service and immersion in an authentic atmosphere.
- ▶ **Authentic customer service** engages customers and resolves problems using the company's knowledge. Hotels' distinctive offerings should emphasize authenticity (KOTLER, P, 2020).
- ▶ **True immersion** requires interaction with the local community. Customers now choose local meals over pricey food.□
- ▶ **Personalization is crucial.** Modern visitors desire personalization. Guests like customised food packages (Brainia.com., 2021).
- ▶ **Unique experience:** Hotels differentiate themselves by providing great service. This might include staff attitude, technology, décor, architecture, automation, and cuisine.
- ▶ **Hilton's app** lets guests manage their room's lighting, AC, and curtains.

Strategies to manage guest expectation in changing environment

- ▶ **Going contactless:** Hilton hotel's app lets guests check-in and leave.
- ▶ **Cleanliness:** Guests expect cleanliness.
- ▶ **During pandemics,** Hilton maintains cleanliness.
- ▶ **Hilton hotel tests personnel for COVID-19 every five days at a third-party hospital.**

Conclusion

- ▶ **Excellent customer service is the core of hospitality and essential to hotel success.**
- ▶ **The hotel's reputation depends on customers' satisfaction with service.**
- ▶ **Happy consumers will tell others about the hotel, resulting in more happy customers and brand success.**
- ▶ **Guest service determines success (Ktait, M, 2020).**
- ▶ **Before establishing a service that meets visitors' needs, it's important to understand about their preferences, types, and reasons for visiting.**

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