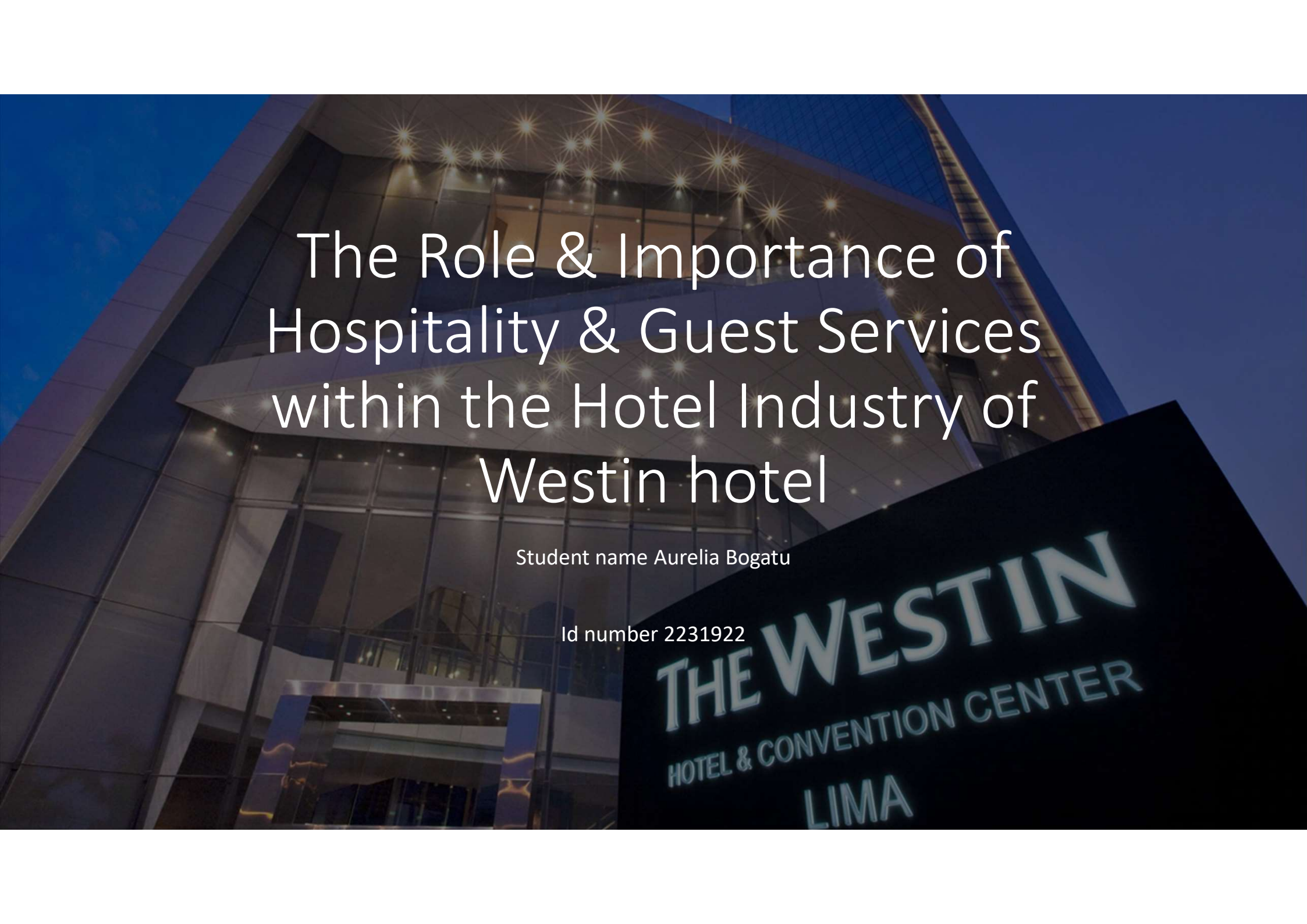




The Role & Importance of Hospitality & Guest Services within the Hotel Industry of Westin hotel

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Introduction

- Important elements of the hotel sector include the friendliness and guest services, which help to create a positive guest experience and increase overall satisfaction.
- The Westin hotel is a great illustration of an establishment that places a high priority on hospitality and guest services.
- It offers a variety of amenities, services, and activities that are intended to provide visitors a remarkable experience.
- The Westin is a high-end hotel chain dedicated to making guests happy. The hotel's dedication to hospitality is evident in its declaration of purpose, which states that it strives to give visitors an enlightening and rejuvenating experience so they depart looking more refreshed than the moment they arrived.
- The Westin hotel has established itself as a leader in the hospitality sector and a go-to destination for tourists looking for first-rate service and lodging thanks to its emphasis on guest services.

Understanding hospitality



- The act of creating a warm, accommodating, and welcome atmosphere for visitors is referred to as hospitality.
- In the hotel business, hospitality is essential to making sure that visitors have a pleasurable and memorable stay.
- A study that was published in the International Journal of Hospitality Management asserts that the hospitality sector is essential to the hotel industry and that hotels that place a high priority on it are more likely to achieve high levels of customer satisfaction.
- The Westin hotel is a wonderful example of hospitality in many respects, including its dedication to giving visitors a warm and pleasant setting, individualized service, and careful attention to detail.
- The hotel's staff members, for instance, are trained to kindly greet visitors and to offer them tailored support with whatever inquiries or needs.
- Along with a number of additional features and services aimed at enhancing the guest experience, the Westin hotel is also known for its iconic Heavenly Bed, that is renowned for its soft comfort and opulent appearance.

Guest experience

- The attention to detail and guest services offered, influence the guest experience, which is a crucial aspect of the hotel business.
- According to research conducted and published in the Journal of Hospitality and Tourism Research, hospitality and guest services are important elements that influence the guest experience and are strongly correlated with loyalty and client satisfaction (Namkung & Jang, 2007).
- The Heavenly Bed, whose is the hotel's defining feature and is renowned for its velvety comfort and opulent appearance, is only one of the amenities and services the Westin offers to improve the guest experience.
- A 24-hour fitness centre, spa facilities, and a variety of dining options, comprising a dining establishment and bar, are also provided by the hotel.
- The Westin hotel offers a variety of services to make visitors feel comfortable, such as washing and dry cleaning services, and employees have received training to offer individualized support without whatever requests or needs.



Front desk operations

- When visitors arrive at a hotel, the front desk is their first point of contact, and it establishes the tone for the rest of their stay.
- "Check-in and departure are the two most significant touchpoints in the guest's experience," according to a J.D. Power study, "accounting for a cumulative 41% of all interactions between guests with the property" (J.D. Power, 2020).
- To make sure that visitors have a seamless and pleasurable experience from the minute they arrive, the Westin hotel places a major emphasis on offering excellent front desk operations.
- The hotel's staff is trained to extend a friendly welcome to visitors, manage check-in and check-out smoothly, and respond to any queries or issues that might come up while they are there.
- The Westin hotel also has a wireless check-in option that enables visitors to skip the front desk entirely and get right to their room, making check-in quick and easy (Westin, n.d.).





Housekeeping and maintenance

- Cleaning and upkeep are crucial components of the customer experience since they have a big impact on patron loyalty and pleasure.
- A Hospitality Upgrade study found that a guest's opinion of cleanliness can affect their general impression and propensity to stay at a hotel again (Hospitality Upgrade, 2018).
- The Westin hotel has put in place a number of procedures to guarantee customer satisfaction since it understands the value of cleanliness and maintenance.
- The hotel has a committed crew of housekeepers who utilize eco-friendly cleaning supplies to keep the public spaces and guest rooms clean.
- Furthermore, the hotel has an annual program of preventative maintenance to guarantee that every facility and tool are working well, reducing the possibility of objections from or difficulties for guests while they are staying.



Food and beverage services

- The quality of the food and beverage offerings is very important to how guests feel, and the Westin hotel lays a lot of focus on offering top-notch dining alternatives.
- The satisfaction and loyalty of customers are substantially impacted by the quality of the food and beverages, according to a Chang et al. (2021) study.
- With a focus on regional and sustainable products, the hotel's restaurant selections include formal dining establishments, relaxed cafes, and bars (Westin, n.d.).
- The Westin also provides in-room dining options, such as 24-hour room service, so visitors may eat restaurant-caliber meals without leaving their lodgings (Westin, n.d.).

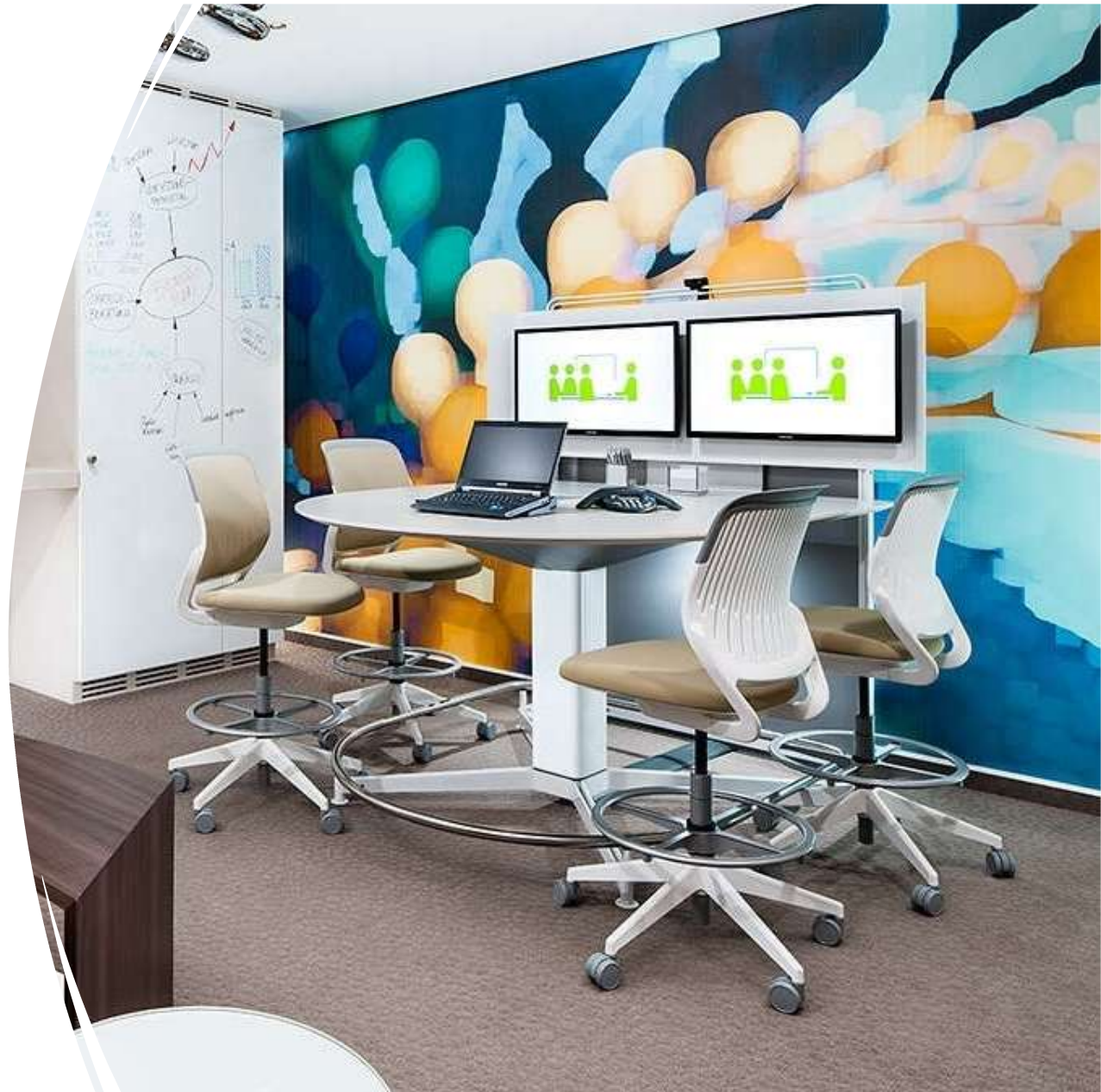
Event planning and catering

- Catering and event planning are important components of the hotel sector.
- A PwC analysis estimates that between 2018 and 2023, the hotel industry's income from meetings and conferences will increase at a CAGR of 5.7% (PwC, 2019).
- To accommodate different occasions like weddings, business meetings, and conferences, the Westin hotel provides full event organizing and catering services.
- Modern conference and event spaces with the latest equipment and high-speed web access are available at the hotel.
- To accommodate the tastes of its visitors, The Westin also provides tailored food services with a range of cuisines and beverage choices. n.d. (Westin Hotels & Resorts)



Technology and innovation

- To enhance the guest experience, the Westin hotel places a high value on innovative technology.
- For instance, the hotel has a mobile app that lets visitors use their cellphones to check in and out, order services, and even manage facilities like heating and cooling in their rooms (Berman, 2017).
- In order to improve the event planning process, the hotel has also included the usage of virtual reality (VR) technology to let guests see event venues before making a reservation (PR Newswire, 2018).
- These cutting-edge technological applications highlight the Westin hotel's dedication to provide a comfortable and effortless stay.





Staff training and development

- In the hotel industry, excellent customer service and hospitality depend on effective staff education and training programs.
- A study by Lee and Choi (2011) found that training and development initiatives aid in enhancing employee work performance, which in turn raises levels of customer satisfaction.
- The Westin hotel is dedicated to the training and development of its workforce, and offers programs to improve staff members' abilities and knowledge in disciplines including leadership, customer service, and communication.
- The hotel offers both in-person instructional and mentoring sessions as well as continuous education through its internet-based learning system, the Westin University.



Conclusion

- In conclusion, a hotel's success depends heavily on its ability to provide excellent service to its guests.
- The Westin hotel is a prime illustration of an establishment that recognizes the value of offering first-rate hospitality and guest services.
- The Westin hotel works to make each guest's stay interesting, from the time they check in at the reception desk to when they use the services and facilities offered.
- The Westin restaurant is an authority in the sector and a top pick for visitors looking for a top-notch guest experience because to its dedication to employee development and training, use of modern amenities and technology, as well as care to minute details in areas like maintenance and maintenance.

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