

The Role and Importance of Hospitality & Guest Services within the hotel industry

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Introduction

- ▶ In the UK, in the modern arena of business, there are lot of new things that are needed for making the best use of the limited resources.
- ▶ Currently, one of the biggest markets in the service is the hotel industry. The hotel industry is the part of tourism sector which focuses on the prospect of hospitality which ensures constant flow of customers in the market.
- ▶ In this presentation, we are going to discuss the role of providing essential needs, along with importance of hospitality and guest services in a particular industry. In this case, we are talking about the Hotel Industry and will be focusing on the fact how this can aid the overall prospect of hospitality and guest services for Westin (Radbod, 2010).
- ▶ In here we have analysed Westin by Marriot WORLDWIDE common features. This was the chosen hotel for discussion as it a hotel which has outstanding elements which makes a successful industry. Reviews and clients in the past are extremely positive as well.

Brand : Westin by Marriot

- ▶ The Westin by Marriott is a renowned hotel brand known for its luxurious accommodations and exceptional service.
- ▶ With locations around the world, Westin hotels offer a range of amenities designed to promote well-being and enhance the guest experience.
- ▶ Westin hotels often feature spacious and elegantly appointed rooms with comfortable beds and modern amenities (Mao and Shieh, 2011).
- ▶ The brand is committed to promoting a healthy lifestyle for its guests, offering fitness centers, wellness programs, and nutritious dining options.



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- ▶ Guests at Westin hotels can enjoy a variety of on-site facilities such as restaurants, bars, spa services, and recreational activities.
- ▶ The hotel staff is known for their friendly and attentive service, ensuring that guests have a comfortable and enjoyable stay (Hotel,, 2018).
- ▶ Overall, the Westin by Marriott is a trusted brand that provides a combination of upscale accommodations, wellness offerings, and exceptional hospitality to create a memorable experience for its guests.



Westin's Main Consumers

- ▶ Luxury hotels like Westin attract a discerning tribe of travelers who yearn for opulence, grandeur, and an unforgettable experience.
- ▶ Their customer base comprises the crème de la crème of global wanderers, tastemakers, and connoisseurs of the finer things in life (Ahram and Falcão, 2017).
- ▶ These exceptional individuals are drawn to luxury hotels for their ability to transcend mere accommodation and elevate hospitality to an art form.
- ▶ They seek impeccable service that anticipates their every desire, creating a seamless symphony of indulgence.



NATURE OF Westin HOTEL

- ▶ Wellness in body and mind is a focus of Westin's services and facilities.
- ▶ To help their visitors unwind and enhance in health and tranquility, Westin hotels have fitness centers and spas.
- ▶ The Heavenly Bed at Westin is famous for its high level of comfort and elegance.
- ▶ With the brand's luxurious bedding, clients may rest easy and revive the next day (Lu and Kandampully,, 2016).
- ▶ Westin hotels are known for their focus on natural beauty and holistic health.
- ▶ Peaceful surroundings, spa services, and plush accommodations all contribute to a rejuvenating stay.
- ▶ Overall, these important qualities allow for positive feedback to gain in customers and popularity.



SCOPE OF Westin HOTEL GUEST SERVICES

- ▶ Westin play a vital role to make as the guest service provider in the country.
- ▶ Westin plays in multiple domain which is essential for making the best use of the product and services.
- ▶ Mostly, Westin serves as the hotel chain industry which in turn can aid the prospect of the business.
- ▶ The service of Westin is quite good and reputed in the market (Berry et al, 2006).
- ▶ They have multiple product diversification in the market. They provide various range of services according to the need of the customers.



Importance of need of role & Function of guest services

- ▶ Westin has top notch hospitality. When one enrolls to the Westin services, they get the best, premium treatment. Customers, are always offered and given amazing assistance, immediately boosting liveliness of their trip.
- ▶ The main service is to provide accommodation for the tourists. However, they have lots of services that are mostly full of beneficial and pleasuring effects.
- ▶ The spa treatment along with others not only aid them to get the best value services but also provide them with excellent proposition in the market.
- ▶ The intangible asset that is provided by Westin is mostly how they behave with their customers and how they retain them in the long run (Ye et al, 2022).
- ▶ For this purpose, the main target is to provide the finest behavior along with fabulous service. The intangible plays the critical role here as they are working in service industry. The goodwill of the service industry is what makes it thrive.



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- ▶ Westin provides excellent service compared to both tangible and intangible asset purposes.
- ▶ The main prospect here to check how they created an environment where people love to avail their services.
- ▶ By connecting with the customers, Westin is moving forward in revenue earning as well as profit earning. Westin is doing great in hospitality industry (Parvez, 2020).



Importance of Hospitality

- ▶ The hospitality refers to the fact where one show friendliness and generous reception to the guest or visitors for entertainment or leisure purpose.
- ▶ Now a days, hospitality is one of the greatest things that is bringing the world together.
- ▶ The corporate meaning of this is to look for proper and generous work which helps one to stay at one place in a sustainable manner (Berry et al, 2006).
- ▶ The key pillar of hotel industry is to look for how industry is welcoming the visitors or clients. For this reason, hospitality plays a critical role here for consumer acquisition.



Conclusion

- ▶ Hospitality along with Guest Services is vital for hospitality industry.
- ▶ The tangible asset that provided by Westin is mostly Hotel Chain, Accommodation system, making it a better place to live by.
- ▶ These tangible assets provide excellent services in the are of need. For this purpose, Westin is excellent provider of tangible assets which can be reflected to their client base.
- ▶ For this purpose alone, Westin is doing fantastic with proper strategic planning which helps them to move forward along with proper value addition to the customer mindset.

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