



BMIH4003 Hospitality and Guest Services

**The role and importance of quality
service, hospitality, and guest
services in the hospitality industry
based on Six Senses Hotel**

**Student Name: Showkoth Choudhoury
Student ID: 2208181
Lecturer Name:**

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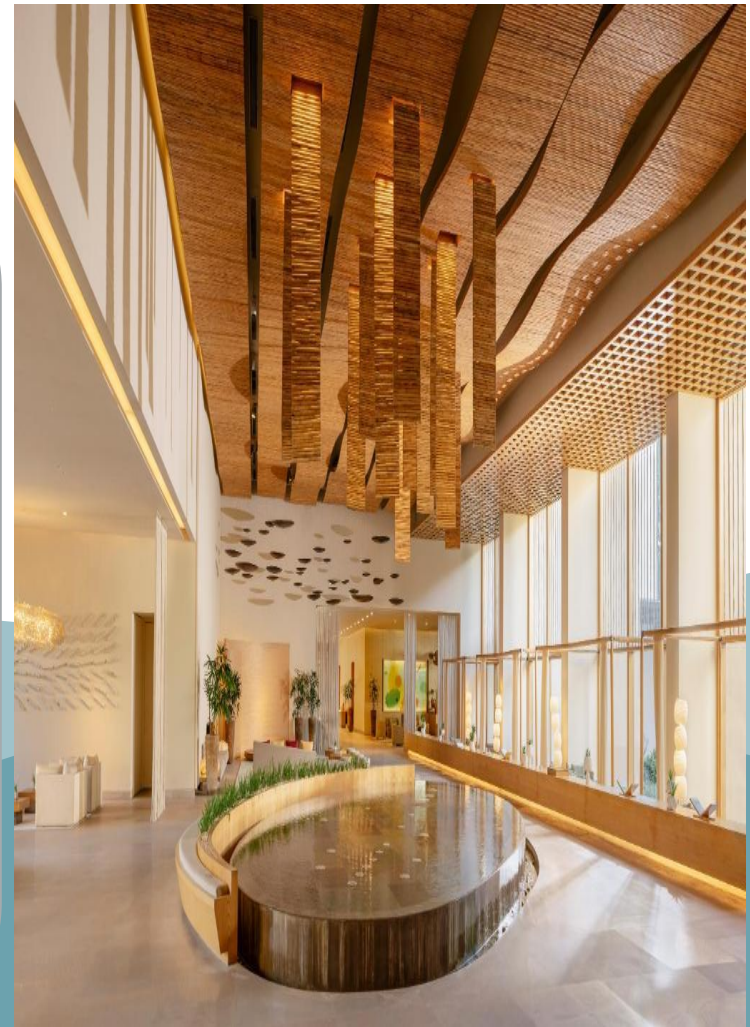
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Introduction

The Six Senses is a renowned hotel brand which was first established in 1995 with a resort and also with a lot of questions. It is mainly a part of the IHG Resorts and Hotels family. It has a definite proposition which connects with a powerful heritage and delivers a current entry so few of the world's most popular sought-after sites including significant markets of urban. Every property of the Six Senses commits to their guest reconnection and rejuvenation and provides the guests with wellness experiences and offerings (Bagdan, 2019).



Main consumers of the Six Senses Hotel

From the start of the Six Senses Hotel brand, it became quickly recognised as sustainable practices pioneer of the hospitality industry as it demonstrated that uncompromised high-end facilities responsibility can be wedded successfully (Michopoulou, 2019).

As the brand Six Senses Hotel expands into exciting and new locations day by day, they create various opportunities for their honourable consumers.

The main consumers of the Six Senses Hotel are the luxury travellers who visit for business purposes singly or with their family for spending quality time, the couples for their honeymoon, the student group on their vacations, the adults who want to relax with their amazing spa services and spend quality time (Tanji, 2015).



The nature, scope and role of the services and facilities of the Six Senses Hotel brand to their guests

The main nature of the brand Six Senses Hotel is mainly to help people for reconnecting with others, themselves and the whole world around them. This hotel brand was established based on this vision and provides enough facilities and quality services for the identity of the brand. They start their business with an overview of a concise brand platform, and values which differentiate them from others (Legrand et al., 2012). It provides a variety of services to the hotels to its guests including a great ambience, crafted interior, restaurants and spa and evasion facilities, mini bar, Wi-Fi and high-speed internet, Spa, gaming corner, a large and spacious reception, etc.

This brand hotel contains several employees whose are engage themselves in different sectors of the welfare of their business. From greeting to managing all administrative managements are accomplished by them for the satisfaction of their guest and brand reputation. As the aim of this brand is to reconnect the people with others around them, they provide beautiful and aesthetic places with locations, and values of local culture which may also reflect the global sensibility. Moreover, it provides a meaningful and unique experience to their guests (Lashley, 2017).



Consideration of the requirements of the role and functions of guests in general



The main consideration of their requirement is the delivery of service to their guests which starts with check-in and ends up with check-out.

In between the services including the information about their service, accommodation in a friendly, courteous, and attentive manner during the stay with the luxurious decor of rooms and bathrooms (Kanani, 2017).

All the rooms should be carefully furnished with selected brands, especially the suits and guest rooms must decorate tastefully with premium quality furnishings with king-sized beds, ample space and consistent design because these facilities are the key factors in luxurious hotels for attracting visitors and encourage them for choosing this brand several times (Dixit, 2017).

Hospitality Significance and Ways of meeting guest expectations of the Six Senses Hotel

The main significance of this brand is the showing of love, respect and honour to their guest by providing all desired facilities. This helps the hotel brand maximise profitability and better customer experience with the increase of local retail sales, and overall improvement of their standards (Pakpahan et al., 2022).

They meet the customer demands through their spa services with pampering and healing of beauty, traditional and modern therapies of Thai, Swedish, Ayurveda, Thalassic, and Reiki. They offer molecular gastronomy from the finest local cuisine, distillers, winemakers, bakers, both local and international chef bartenders, sports facilities including swimming, tennis, and diving for extreme tours, Thai Boxers Gym, spelunker surfers, climbers, dancers, drivers, etc., photographs, musicians, astronomers, marine biologists, spiritual escapes and yoga retreats, dermatology and dieticians (Rajpal, 2013).





Conclusion

The Six Senses Hotel brand improving its quality of guest services day by day by increasing its branch in most of the countries. They became popular for their quality services which bring the guests satisfaction by meeting all their expectations of them. Therefore, it plays a vital role in hospitality (Seymour, 2012).

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Thank you!!

