

***THE ROLE & IMPORTANCE OF QUALITY
SERVICE, HOSPITALITY, AND GUEST
SERVICES WITHIN THE HOTEL INDUSTRY***

Student ID: 2235209

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Lecture's name: Charlotte Joyner

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Hilton
HOTELS & RESORTS

INTRODUCTION OF THE HOTEL BRAND

- Conrad Hotels & Resorts is a sub-brand of the famous hotel chain of the Hilton hotel company.
- The company provides services in the hospitality and tourism industry.
- Conrad Hotels & Resorts was founded in 1985 and the head office is located in McLean, USA.
- Has 42 locations.
- Serve customers worldwide.
- Has more than 20,000 workers.

CONRAD
HOTELS & RESORTS™

PRESENTATION OF THE GUEST SERVICES OF CONRAD HOTELS & RESORTS

Various types of guest services are provided in the guest service of Conrad Hotels & Resorts and some of them are:

- Respond to the orders of customers and take advance bookings.
- Handing luggage from the customers.
- Welcome drink and gifts.
- Taking the complaints of the customers.



CUSTOMER BASE OF CONRAD HOTELS & RESORTS

Various types of customers can be seen in Conrad Hotels & Resorts and some of them are:

1. Single customers.
2. Couples
3. Families.
4. Foreigners.



EXPLANATION OF THE ROLE AND FUNCTION OF GUEST SERVICES

Some roles and functions of the guest services are:

- ☐ Check-in process
- ☐ Check out the process
- ☐ Providing information
- ☐ Staying in a friendly manner

IMPORTANCE OF HOSPITALITY

Some importance of hospitality in hotels are:

- ❖ To increase brand image
- ❖ To get more market shares
- ❖ To increase revenue



CONCLUSION

- Conrad Hotels & Resorts is a sub-brand of the famous hotel chain of the Hilton hotel company.
- Conrad Hotels & Resorts include Responding to the orders of customers and taking advance bookings which help the customers of the company to save time.
- The majority of the customers of Conrad Hotels & Resorts are foreigners which helps the company to gain more brand image.

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