

Title: ***The Role & Importance of Hospitality & Guest Services within the Hotel Industry.***

Hospitality & Guest Services BMIH4003

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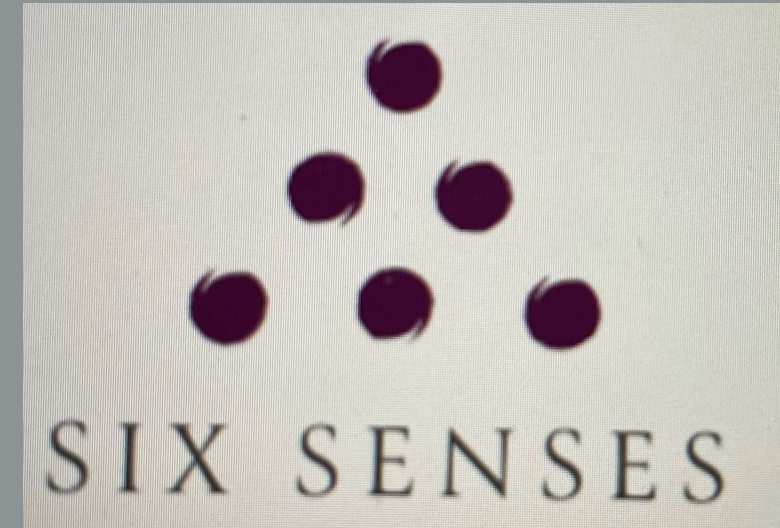
I'm not asking my employees "did you put the doily under the glass?". I'm asking them "did you find out how your guests was feeling and work and making a connection with them?". Said Ricard Casimiro

(Glion, 2023)

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- *The values and offers at Six Senses*
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- ❖ Six Senses, Resorts and SPA is one of the luxury hotels of InterContinental Hotels Group (IHG, 2023).
- ❖ Six Senses started its development in 1995 (Six Senses, 2023a).
- ❖ Extended across the world: Asia and Pacific, Europa, Middle East, and Africa (Six Senses, 2023c).
- ❖ 22 Hotels, Resorts and SPA (Six Senses, 2023c).
- ❖ New openings in 2023 are in Maldives, Saudi Arabia, and London (Six Senses, 2023b).



Hospitality is a big word but is build from small moments (Dolce, 2018).

- “Hospitality” derives from *hospes* which in Latin means visitor or stranger.
- Hospitality means to offer “a home away from home”.

(EHL Hospitality Business School, 2023)



(Quotes Gram, 2023)

- Hospitality is one of the fastest growing industries in the world.
- Whatever it is, a hotel, a restaurant, a resort, a bar or a casino there are two important things to do to develop your business:
 1. to offer a good service
 2. to provide an efficient hospitality.

(Glion, 2023).

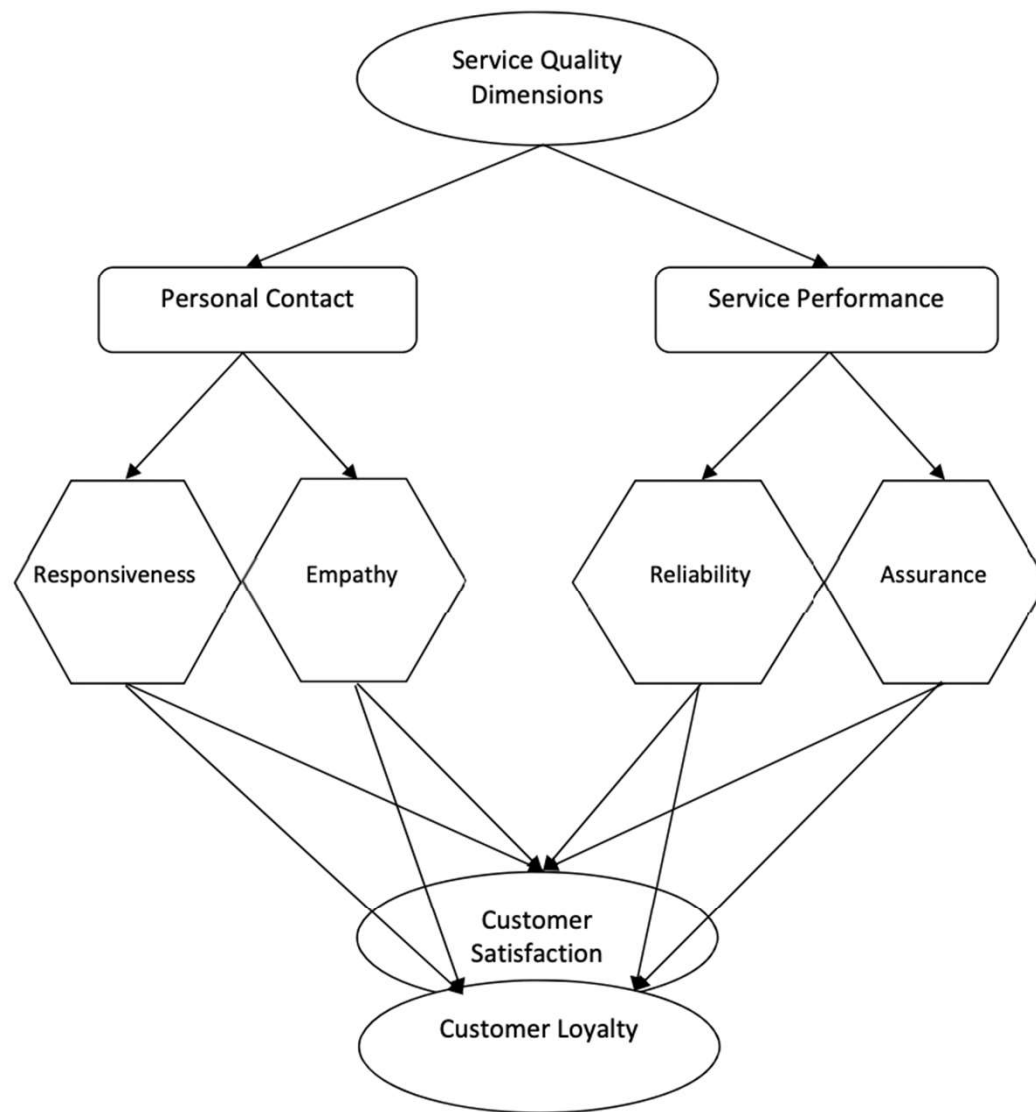


Figure 1: Theoretical framework of the study

”Customer service is the practice of delivering products and services to both internal and external customers via the efforts of employees or through the provision of an appropriate servicescape” (Hudson Hudson, 2022).

According to Alzoubi Et. al. (2021) United Arab Emirates in collaboration with advisories from over the world investigated the UAE hospitality sector in the context of “service dimensions, customer service, and customer loyalty”. After all, the author creates a theoretical framework about how quality service led to customer’s loyalty.

- ❖ The main groups of guests of Six Senses are millennials, families, and couples (Word Press, 2023).
- ❖ The priority of the business from the beginning was wellness and sustainability (Six Senses, 2023a).

**Francois L.** wrote a review Aug 2022
📍 Montreal, Canada • 69 contributions • 59 helpful votes



Heaven on earth!

We came to Ibiza to a join birthday celebration on the other side of the island but wanted to begin our stay in a calm and peaceful setting. Six Senses was brought to our attention by very discerning friends but we were a bit worried about some of the reviews we found here. We decided to throw caution to the wind and are so pleased we did! We found no reasons to complain about anything during our 3 days stay - only that we wished we could have stayed longer! Staff was attentive, personable yet professional in a very casual way. Everywhere, service was impeccable. We truly enjoyed each of the three restaurants with their different settings and menus but our "coup de coeur" was the Caves. As already mentioned in other reviews, the architecture and design is as close to...

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Date of stay: August 2022

Hotel's Favourite

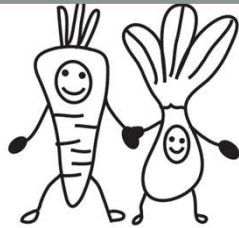
Print & Like

Six. Senses Ibiza (Trip Adviser, 2023).



Plastic Freedom

Starting with banning single-use and disposable plastic and the elimination of plastic straws from all our hotels.



Community

Employing and sourcing locally and leaving a legacy through education, sanitation and healthcare programs for future generations.

“Sustainable is not something that we do; it is who we are”

In 2021 Six Senses started to collaborate with the United States Coalition on Sustainability and SustainChain (Business World, 2023).

The values and offers at Six Senses

"Of course hospitality is never just about a place to stay. We want our places and spaces to help you reconnect and explore what it means to be mentally, physically, spiritually and emotionally happy."

Neil Jacobs, Chief Executive Officer.



Celebrating Local Cuisine

Seasonal and sustainable menus bursting with flavor and inspired by local cultural traditions. Each has a story and is an invitation on a delicious journey of discovery.



Sleep

Handmade mattresses, organic bedding and linens, dedicated Sleep programs and plenty of ZZZZs.



Culture and Discovery

Hospitality is never just about a place to stay but the opportunity to immerse into new cultures and discoveries to feel the purpose behind your travels.

According to Neil Jacobs sleep program at Six Senses “adds a new dimension to business travel and holidays”
(CPP-LUXURY, 2023).

Reviewed: 14 May 2023

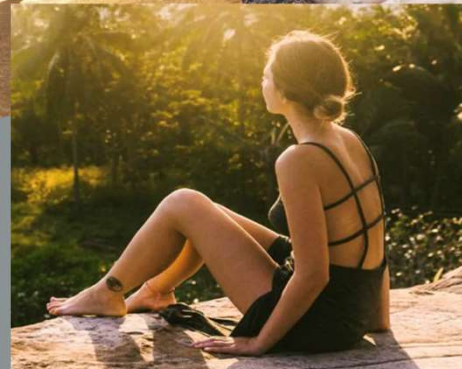
10 "Impeccable service, breathtaking beauty, and attention to detail"

• Leisure trip • People with friends • Ocean Water Villa

• Stayed 4 nights • Submitted via mobile

— nothing! all reviews are authentic! they are as good as reviews described.

✱ From the moment we stepped into the hotel, we were greeted by the friendly and attentive staff who made us feel like VIPs throughout our entire stay. The customer service at this hotel is truly exceptional. When inclement weather prevented us from visiting the nearby islands on our scheduled day, the staff went above and beyond to make alternative arrangements. They quickly secured a hotel just a short five-minute drive from the airport and promptly rescheduled our flights when we expressed concerns about the revised departure time. Their thoughtfulness and efficiency in handling the situation were truly commendable. The way the staff empathized with our disappointment at losing a day on the island soothes our disappointed hearts! They wasted no time in offering us an upgrade and special perks to compensate for the unforeseen circumstances. Their genuine concern and effort to make things right instantly turned our disappointment into excitement. Once we arrived on the island, we were greeted by a team of enthusiastic staff members who created a warm and welcoming atmosphere. Their beaming smiles and genuine hospitality added an extra layer of joy to our vacation. It was evident that they genuinely cared about ensuring we had a memorable and enjoyable time. Throughout our stay, our assigned gem, Hamzath, proved to be a true gem indeed. He took great care of us, ensuring our every need was met. Hamzath went above and beyond to curate unforgettable dining experiences for us, recommending the finest restaurants and providing personalized attention. It was clear that he took immense pride in his work and genuinely wanted us to have the best possible experience. The natural beauty of the island was simply breathtaking. The crystal-clear waters and vibrant colors of the surrounding ocean were truly mesmerizing. We were thrilled to discover that we could easily indulge in snorkeling right from our room.



Six Senses, 2023.

Six Senses Laamu (Booking, 2023).

Conclusion.

On a final note, Hospitality Industry is a vast field which includes large areas of knowledge. Based on example of Six Senses a successful business was achieved from the ability of company to create an ideal balance between man and the nature. For offering an excellent service Six Senses blended the nature and local cultures and hand it to the customers. Hospitality is not just about to respond to the primary five senses of guests it is about to fulfil their psychological needs.

THANK YOU FOR YOUR
ATTENTION!

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