

The Role and Importance of Quality Service, Hospitality, and Guest Services in the
Hospitality Industry. Presentation slides:

Rebeca A Baccela

Student id number:2230716

Hospitality & Guest Services BMIH4003

Lecturer's name: Charlotte Joyner

Word count:

Slide 1

The Role and Importance of Quality Service,
Hospitality, and Guest Services in the
Hospitality Industry
Hotel Brand: Waldorf Astoria Hotels & Resorts

Rebeca A Baccela

Student id number: 2230716
Hospitality & Guest Services BMIH4003
Lecturer's name: Charlotte Joyner
Word count:



This Photo by Unknown author is licensed under CC

Slide 2:

Content Table:

- Cover Page
- Introduction
- Importance of Hospitality in Hotels
- Enhancing Brand Loyalty
- Exceeding Guest Expectations at Waldorf Astoria Hotels & Resorts
- Guest Service Experiences
- Impact of Employee Interactions on Reviews
- Technology and Guest Satisfaction
- Positive Impact of Technology Implementation
- The Waldorf Astoria Brand
- Conclusion
- Reference list



This Photo by Unknown author is licensed under [CC BY](#).

Introduction:

- In 1893, William Waldorf Astor created the Waldorf Hotel, and in 1897, his cousin, John Jacob Astor IV, created the Astoria Hotel (Love Happens Mag, 2021).
- The two hotels later merged to form the iconic Waldorf-Astoria hotel in New York City (Love Happens Mag, 2021).
- The brand's rich history and luxurious offerings have made it a preferred choice for socially prominent guests, including high-class celebrities and world leaders (Love Happens Mag, 2021).





Main consumers:

- The main consumers of Waldorf Astoria Hotels & Resorts are individuals from the 'wealthy upper crust' and socially prominent circles (Love Happens Mag, 2021).

-
- A black and white photograph of a Victorian-style interior, likely a parlor or study. The room features a fireplace with a large mirror above it, several ornate chairs, a small round table, and a large rug. The image is framed by a decorative, irregular border.

Slide 6:

Role and Functions of Guest Services:

- The role of guest services in the hospitality industry is to ensure customer satisfaction, and loyalty, and meet their distinct needs (Malik et al., 2020).
- The study by Malik et al. (2020) emphasizes the importance of reflecting customer identity and values in brand experiences.



Slide 7:

Importance of Hospitality

- Hospitality plays a crucial role in hotels as it contributes to guest satisfaction and loyalty (Rather & Camilleri, 2019).
- The study by Rather and Camilleri (2019) highlights the significance of delivering high-quality service and value congruity to enhance brand loyalty.



Slide 8:

Exceeding Guest Expectations:

- Waldorf Astoria Hotels & Resorts aims to exceed guest expectations by combining luxury amenities, personalized services, and embracing technological innovations (Shin & Jeong, 2022).



This Photo by Unknown author is licensed under CC BY.

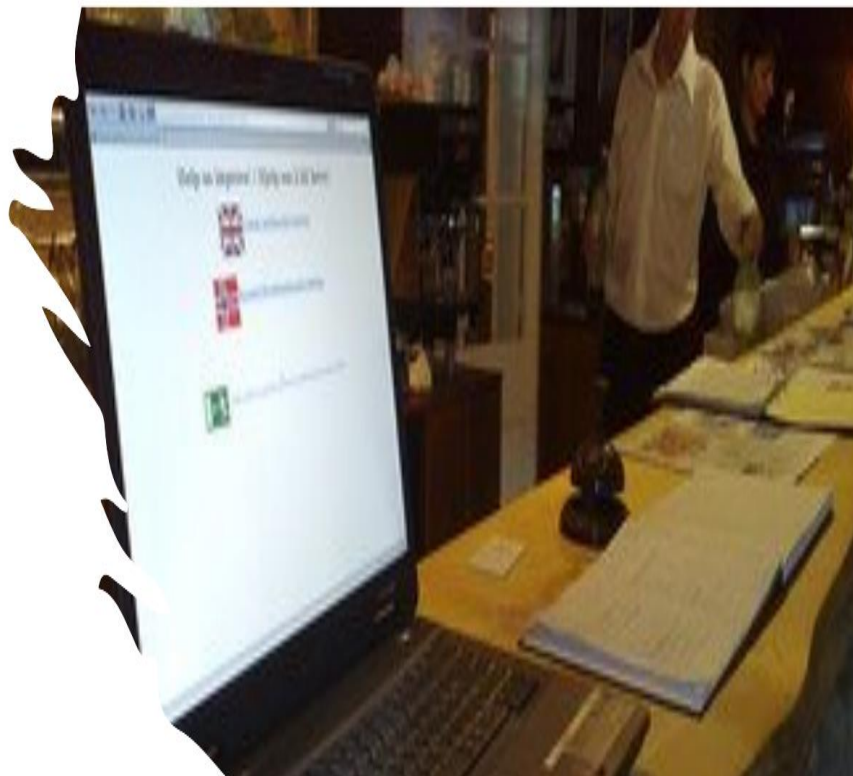
Guest Service Experiences:

- Guest Service Experiences:
- Online reviews and sentiment analysis provide insights into guest experiences in hotels (Baek et al., 2020).
- Baek et al. (2020) found that positive and negative employee interactions significantly impact overall reviews in the hospitality industry.

Slide 10:

Technology and Guest Satisfaction:

- Technological innovations in luxury hotels enhance guests' perceived value, satisfaction, and loyalty (Shin & Jeong, 2022).
- Shin and Jeong (2022) emphasize the positive impact of technology implementation on guest satisfaction and loyalty.



Summary:

Title: Role of Quality Service, Hospitality & Guest Services

- Waldorf Astoria Hotels & Resorts: Luxury brand with a rich history, preferred by socially prominent guests.
- Main Consumers: Wealthy upper crust and socially prominent individuals.
- Guest Services: Personalized, high-quality services and top-of-the-line amenities.
- Importance of Hospitality: Crucial for guest satisfaction and loyalty.
- Exceeding Expectations: Luxury amenities, personalized services, and embracing technology.
- Guest Service Experiences: Positive/negative employee interactions impact guest satisfaction.
- Technology and Guest Satisfaction: Technological innovations enhance perceived value and loyalty.
- By focusing on quality service, exceeding expectations, and embracing hospitality, hotels can foster customer loyalty and create memorable experiences.



Slide 12:

Conclusion:

- The Waldorf Astoria Hotels & Resorts brand, with its rich history and commitment to delivering exceptional service, has become synonymous with luxury and prestige (Love Happens Mag, 2021).
- By focusing on quality service, exceeding guest expectations, and embracing hospitality, hotels can foster customer loyalty and create memorable experiences (Kyule, 2022).



Slide 13:

References list:

- Love Happens Mag. (2021). Iconic Waldorf Astoria Hotel. Retrieved from <https://www.lovehappensmag.com/blog/2021/07/10/iconic-waldorf-astoria-hotel/>
- Malik, S. A., Akhtar, F., Raziq, M. M., & Ahmad, M. (2020). Measuring service quality perceptions of customers in the hotel industry of Pakistan. *Total Quality Management and Business Excellence*, 31(3-4), 263-278.
- Rather, R. A., & Camilleri, M. A. (2019). The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*, 30(4), 547-559.
- Shin, H. H., & Jeong, M. (2022). Redefining luxury service with technology implementation: the impact of technology on guest satisfaction and loyalty in a luxury hotel. *International Journal of Contemporary Hospitality Management*.
- Baek, J., Choe, Y., & Ok, C. M. (2020). Determinants of hotel guests' service experiences: an examination of differences between lifestyle and traditional hotels. *Journal of Hospitality Marketing & Management*, 29(1), 88-105.
- Juanamasta, I. G., Wati, N. M. N., Hendrawati, E., Wahyuni, W., Pramudianti, M., Wisnujati, N. S., ... & Astanto, D. (2019). The role of customer service through customer relationship management (Crm) to increase customer loyalty and good image. *International Journal of Scientific and Technology Research*, 8(10), 2004-2007.
- Lee, S. M., & Lee, D. (2020). "Untact": a new customer service strategy in the digital age. *Service Business*, 14(1), 1-22.
- Kyule, A. K. (2022). Influence of Hotel Ambience and Performance of Hotels in Uganda. A Critical Literature Review. *Journal of Modern Hospitality*, 1(1), 40-53.
- Yu, J., Ariza-Montes, A., Hernández-Perlines, F., Vega-Muñoz, A., & Han, H. (2020). Hotels' eco-friendly physical environment as nature-based solutions for decreasing burnout and increasing job satisfaction and performance. *International Journal of Environmental Research and Public Health*, 17(17), 6357.
- Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, 58, 51-