

THE ROLE & IMPORTANCE OF HOSPITALITY & GUEST SERVICES WITHIN THE HOTEL INDUSTRY



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Introduction

- The hospitality and guest services within the hotel industry play a crucial role.
- This sector is responsible for creating an atmosphere of comfort, convenience, hospitality for guests, providing a wide range of services and amenities.



International and UK Hospitality Industry

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- The hospitality industry, both internationally and in the UK, has faced significant challenges in recent years due to the COVID-19 pandemic.
- Many hotels, restaurants, and other tourist-related businesses have been forced to close or greatly reduce their operations, leading to significant financial losses and job cuts (Filimonau, and Mika, 2019).
- Positive developments in the UK hotel industry (Jooss, Burbach and Ruel, eds., 2021).



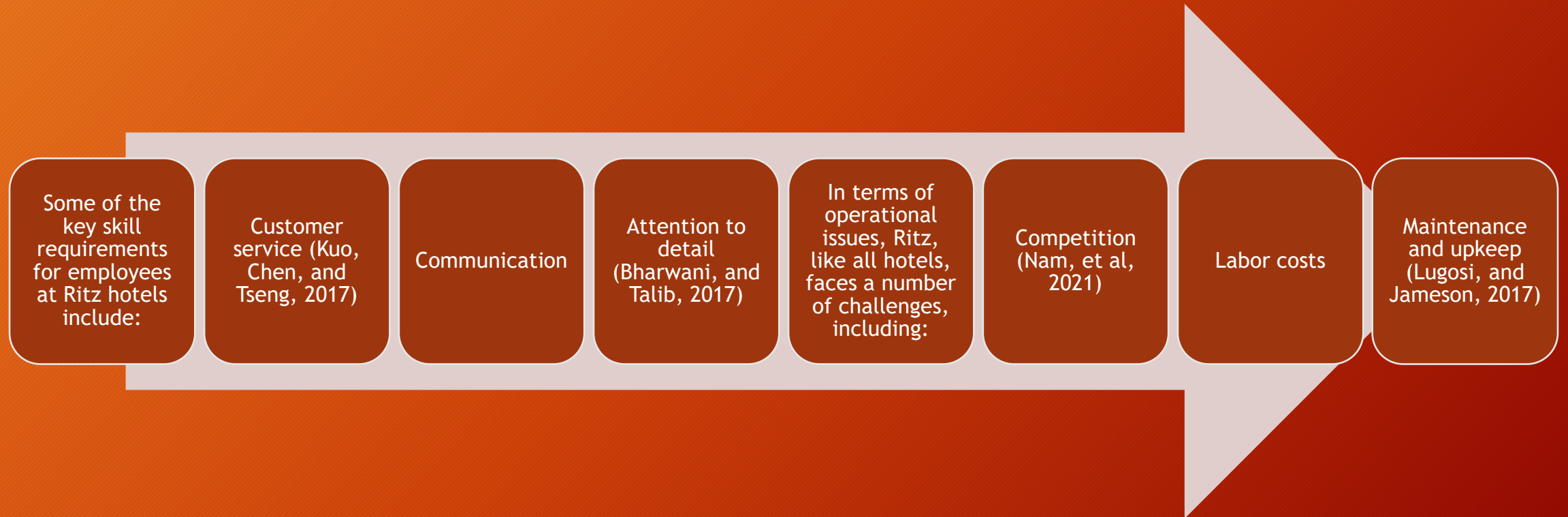
Consumers

- The consumers of Ritz hotels are:
 - individual travelers,
 - business travelers,
 - families, and groups.
- The Ritz hotel is part of the Marriott complex, which serves a wide range of needs and budgets and provides a variety of hotel brands, including luxury, upscale, and select-service hotels (Murdock, 2016).



Hospitality Skill Requirements and Operational Issues

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Guest Services

- Some of the key guest services of Ritz hotel are:
- Accommodations (Holtom, and Burch, 2016)
- Dining
- Fitness centers
- Meeting and event spaces
- High speed internet
- Business centers
- Concierge
- Spa and wellness services (Gnewuch, Morana, and Maedche, 2017)

Conclusion

- The role and importance of hospitality and guest services within the hotel industry cannot be overstated.
- Best example is Ritz hotel
- “Where the real care and comfort of our visitors is our top purpose.”(Ritz-Carlton, 2022)



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