



Hospitality and Guest Service presentation

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Introduction

- ▶ The mainstay of the hotel industry is hospitality, which plays a crucial role in determining how satisfied and how their experience is.
- ▶ It involves creating a welcoming environment, going above and above for visitors, anticipating and attending to their needs, and building enduring relationships.
- ▶ Hotels understand how important it is to provide excellent service to promote repeat business and positive word-of-mouth.
- ▶ Hotels go beyond in offering individualized service to create unforgettable experiences that have an impression on guests.
- ▶ In the competitive hospitality industry, this introduction highlights the importance of hospitality and how it impacts guests' satisfaction, fidelity, and hotels' total profitability.



Background of Crowne Plaza Hotels & Resorts

- ▶ A well-known hotel chain on a global scale, Crowne Plaza Hotels & Resorts is renowned for its opulent lodgings and services catered to the requirements of both business and leisure guests.
- ▶ Crowne Plaza has built a reputation as a pioneer in the hotel business since its founding in 1983. Crowne Plaza maintains more than 400 properties in more than 60 countries as a member of the InterContinental properties Group (IHG), offering it a strong global presence and accessibility for tourists from all over the world.
- ▶ The main goal of the brand is to give business travelers outstanding experiences (Salomon, 1996).
- ▶ It provides a variety of services, such as fully furnished conference rooms, business centers, high-speed internet access, corporate lounges, and teams specifically devoted to event preparation.
- ▶ However, Crowne Plaza also draws tourists in search of lavish lodging and a range of recreational features like gyms, restaurants, and bars. The company's individualized service, careful attention to detail, and construction of an environment that supports both productivity and relaxation show how committed they are to making sure customers are happy.
- ▶ Whether guests are visiting for business or leisure, Crowne Plaza Hotels & Resorts wants them to have a memorable and enjoyable time.





Crowne Plaza Hotels & Resorts main consumers

- ▶ Crowne Plaza Hotels & Resorts primarily caters to business travelers, although it also draws tourists searching for upscale accommodations (Trusova, 2018).
- ▶ Most of the brand's clients are executives and professionals who travel for business. The Crowne Plaza offers amenities and services to enhance these tourists' comfort and productivity while they are there since it is mindful of their unique needs.
- ▶ This comprises executive lounges, business centers, quick internet access, fully furnished conference spaces, and event planning-only staff.
- ▶ To ensure that leisure tourists have a comfortable and happy stay, Crowne Plaza also provides leisure amenities like gyms, eating options, and bars. The brand's commitment to client pleasure results in an environment that is suited to both business and leisure tourists.

Nature, scope of the guest services and facilities that are provided to these guests by the Crowne Plaza Hotels & Resorts

- ▶ For the sake of its guests' comfort and enjoyment, Crowne Plaza Hotels & Resorts provide a variety of facilities and services (Piccoli and Alvarez, 2003). Both business and leisure travelers will be able to use these services to their specific needs.
- ▶ Business travelers can organize meetings, conferences, and other formal events at Crowne Plaza thanks to its well-equipped meeting rooms and business centers. Every location has high-speed internet access, which ensures continuous connectivity.
- ▶ Executive lounges provide visitors with a private workspace and a welcoming atmosphere in which to work. Additionally, the company helps clients plan events so that they can successfully host meetings or other gatherings.
- ▶ Crowne Plaza offers modern fitness centres for those who want to maintain their training routines while travelling.
- ▶ There are a variety of dining options available at the hotels' restaurants and bars, from casual to fine dining, serving both regional and international cuisines (Myerson and ross, 2006).
- ▶ The importance of providing each visitor with specialized treatment and careful consideration is likewise highly valued by Crowne Plaza. Thanks to the brand's efforts to create an environment that fosters both productivity and relaxation, every visitor will have a pleasant and memorable stay.



Role of the guest services and facilities that are provided to these guests by the Crowne Plaza Hotels & Resorts

- ▶ Crowne Plaza Hotels & Resorts' guest services and facilities are crucial for enhancing the overall visitor experience and ensuring client satisfaction (Piccoli and Alverz, 2003). These features and services perform several tasks and meet the specific needs of both business and pleasure travellers.
- ▶ The well-equipped meeting spaces and business centres enable business travellers to efficiently plan conferences, meetings, and other professional events. This encourages productivity and provides a convenient setting for business meetings.
- ▶ The high-speed internet connection's smooth connectivity allows users to stay in touch and be always productive. Executive lounges offer a special space for work or play as well as a comfortable yet productive environment.
- ▶ Fitness centres, restaurants, and bars are a few examples of leisure amenities that improve visitors' welfare and happiness in general. Fitness centers allow patrons to carry on their fitness regimens when away from home, promoting a healthy lifestyle.
- ▶ A wide range of dining alternatives are offered by restaurants and pubs to satisfy a variety of tastes and preferences. The amenities and services offered by Crowne Plaza Hotels & Resorts work together to create a fulfilling and memorable guest experience, making guests feel valued and well-looked-after (Hatherley, 2011).





Need to consider the role and function of guest services in general

- ▶ Understanding the role and function of guest services is essential for any hospitality facility, including hotels, given that it has a direct impact on the overall visitor experience and satisfaction. The following justifies the importance of the job and purpose of guest services:
- ▶ Guest services strive to provide tourists with a satisfying and memorable stay. Personalized attention, prompt assistance, and going beyond to meet guest needs are just a few ways that visitor services contribute to making a great and memorable stay.
- ▶ Customer loyalty can be increased by providing excellent customer service. Customers who receive excellent service and feel appreciated are more likely to patronize a firm in the future and recommend it to others. A hotel's reputation and long-term prosperity are bolstered by devoted patrons who are happy with their visits (Innis and londe, 1994).
- ▶ Providing outstanding guest services can help you stand out from the competition in a cutthroat hospitality market. Businesses that prioritize offering outstanding customer service and differentiate themselves from the competition gain a competitive advantage.
- ▶ Guest services are crucial to resolve customer complaints and problems swiftly and effectively. By providing efficient solutions and efficiently resolving difficulties, guest services can reduce any potential harm to the hotel's reputation and turn a potentially negative experience into a positive one (Dubé and Renaghan, 2000).
- ▶ Maximizing Sales and Repeat Business: Contented consumers are more likely to spend more on extras like services and amenities and future travel. Aspects of guest services like upselling, offering sensible recommendations, and personalizing the guest experience all work to optimize revenue and encourage repeat business.

Importance of hospitality and how hotels meet/exceed guest expectations

- ▶ In the hotel industry, hospitality is essential because it sets the stage for customer satisfaction and the whole guest experience. The basic explanations for the requirement of hospitality and how hotels meet and exceed visitors' expectations are as follows:
- ▶ Creating a Friendly and Comfortable Environment: Hospitality is about creating a friendly atmosphere where visitors feel appreciated and at home. Hotels achieve this by giving guests a warm and friendly greeting, offering personalized service, and anticipating their needs. A welcoming atmosphere creates the foundation for an enjoyable stay from the moment a guest checks in.
- ▶ Meeting Guest Expectations: Accommodations are aware that travelers have specific needs. They try to uphold these standards by providing neat, well-kept guestrooms, soothing facilities, and efficient services. By fulfilling these essential expectations, the foundation for guest satisfaction is set (Best and serves, 2011).
- ▶ Hotels work hard to go beyond their visitors' expectations in addition to meeting them. They go above and above to surprise and amaze guests through excellent service, kind gestures, and unexpected luxuries. Going beyond expectations helps hotels create memorable experiences that guests will value and talk about, fostering positive word-of-mouth and enhancing client loyalty.
- ▶ Identifying and anticipating the requirements of guests is an important part of hospitality. Hotels teach their staff to be proactive and aware, seeking opportunities to assist clients or enhance their experience. Hotels take a variety of steps to ensure that visitors' needs are met swiftly and efficiently, including making suggestions for nearby attractions and responding to customer concerns right away (Saleh and ryan, 2011).
- ▶ Key aspects of hospitality include developing relationships with clients and encouraging client loyalty. Hotels aim to create a positive emotional connection with guests by providing personalised service, remembering visitor preferences, and maintaining open lines of communication. By creating these ties, hotels can promote client loyalty, repeat business, and excellent reviews.



Conclusion

- ▶ The importance of hospitality to the hotel sector cannot be overstated. It is essential for determining the visitor experience, meeting expectations, and building long-lasting relationships with guests.
- ▶ Hotels are aware that providing outstanding service is crucial to keeping customers and assuring their satisfaction.
- ▶ Hotels create memorable experiences that leave visitors with favorable, lasting impressions by creating a welcoming atmosphere, meeting, or exceeding expectations, and going above and beyond.
- ▶ Providing individualized attention, anticipating, and attending to their needs, and promoting open communication are all important components of developing strong connections and keeping clients. Instead of only meeting visitors' basic requirements, hospitality aims to develop an emotional connection with them.
- ▶ Customers are made to feel adored, valued, and well-cared-for by hotels throughout their stay. Hotels that offer exceptional service may enhance their reputation, bring in new business, and keep their loyal following.
- ▶ The ability to create a home away from home where guests feel welcomed, comfortable, and cared for is, in the end, the true essence of hospitality. Without a doubt, the hotels that excel at providing first-rate service will stand out in the competition and enjoy long-term success.

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