

The role and importance of quality service, hospitality, and guest services within the hotel Industry

Student: Dominik Csaba David (2208146)
Module: Hospitality and Guest Services (BMIH4003)
Lecturer: Kathryn Flynn
Date: 06.02.2023

Table of content

- Introduction to DoubleTree by Hilton
- Consumers
- Guest services and Facilities
- Function and Role of Guest Services
- Importance of Guest Expectations
- Summary

DoubleTree By Hilton

- The first DoubleTree hotel opened in 1969
- DoubleTree owned by Hilton worldwide
- More than 600 Resorts and Hotels all around 6 continents
- Pet Friendly
- Family friendly
- Signature warm cookie (Compton, 2020)





Main Consumers

- Leisure
- Business



Guest Services and Facilities

- **OFFERS**
 - Spa facilities (vary by locations)
 - Hilton Honors loyalty program
 - Pet Friendly
 - Business services
-

Function and Role of Guest Services

- Personalised attention and assistance
- The 5 senses
- Ensure the guest are comfortable with the stay and experience
- High level of customer service
- Emotional intelligence,: “Emotional intelligence (EI) helps employees regulate their emotions and display appropriate emotions, and hence should help hospitality workers provide outstanding service.”

(Miao, Humphrey and Qian, 2021)



Importance of Guest Expectations

- Guest expectations play a crucial role in the hospitality industry as they help determine the level of satisfaction guests will have with their experience (Shoes For Crews Europe, 2019).
- If clients begin with the wrong expectations, they will ultimately feel manipulated and dissatisfied. And the result is negative reviews, decreased consumer loyalty, and decreased revenue (Hallstrom, 2021).

Summary

A thick yellow horizontal bar spans the width of the slide, with a vertical yellow bar extending downwards from its right end.

- Organizations need functions to do tasks efficiently. Customer service helps customers address problems. Good customer service builds trust, loyalty, and business growth. Excellent customer service helps companies stand out and create long-term connections with customers.

References

- Car rental Hilton for the stay*. Available at: <https://www.hilton.com/en/offers/car-rental/?cid=OH%2CMB%2COffersPgCarRental%2CMULTIPR%2CTile%2CHome%2CSingleLink%2Ci87077> (Accessed: February 6, 2023).
- Compton, N.B. (2020) *For the first time ever, Doubletree has released its iconic Chocolate chip cookie recipe*, *The Washington Post*. WP Company. Available at: <https://www.washingtonpost.com/travel/2020/04/09/first-time-ever-doubletree-has-released-its-iconic-chocolate-chip-cookie-recipe/> (Accessed: February 6, 2023).
- Europe, E. (2022) *Start a DoubleTree by Hilton franchise in 2023*, *Entrepreneur*. Available at: <https://www.entrepreneur.com/franchises/doubletreebyhilton/284273> (Accessed: February 6, 2023).
- Europe, S.F.C. (2019) *2020 hotel guest expectations that all hotel staff need to be aware of*, *Shoes for Crews GB*. Available at: <https://www.sfceurope.com/uk/blog/2020-hotel-guest-expectations-that-all-hotel-staff-need-to-be-aware-of> (Accessed: February 6, 2023).
- Hallstrom, C. (2021) *Customer expectations in hotels: How to make your guests happy every time*, *HermesThemes*. Available at: <https://www.hermesthemes.com/customer-expectations-hotels-make-guests-happy-every-time/> (Accessed: February 6, 2023).
- Hyland, P. (2021) *Top 10 largest hotel chains in the world: .TR, TOP 10 Largest Hotel Chains in the World | .TR*. Tourism Review Media. Available at: <https://www.tourism-review.com/top-10-world-largest-hotel-groups-news1988> (Accessed: February 7, 2023).
- <https://stories.hilton.com/food-beverage/doubletree-doodle-contest-winner-2023> (2023) <https://stories-editor.hilton.com/wp-content/uploads/2023/01/DoubleTree-Doodle-Social-Media-Contest-Winning-Cookie-Sleeve.png?w=640&h=450&crop=1&q=75>.
- Lavanchy, D. (2018) *Understanding the difference between business and Leisure Travellers*, *Geneva Business News | Actualités: Emploi, RH, économie, entreprises, Genève, Suisse*. Available at: <https://www.gbnews.ch/understanding-the-difference-between-business-and-leisure-travellers/> (Accessed: February 6, 2023).
- Miao, C., Humphrey, R. and Qian, S. (1970) *[pdf] emotional intelligence and job performance in the hospitality industry: A meta-analytic review: Semantic scholar, International Journal of Contemporary Hospitality Management*. Available at: <https://www.semanticscholar.org/paper/Emotional-intelligence-and-job-performance-in-the-a-Miao-Humphrey/764c28e99a7af9866d7bc484a85bd4817dd978aa> (Accessed: February 6, 2023).
- Miller, A. (2022) *Hilton Hotels Honors Loyalty Program Review [in-depth]*, *UpgradedPoints.com*. Available at: <https://upgradedpoints.com/travel/hotels/hilton-hhonors-loyalty-program/> (Accessed: February 6, 2023).
- Tunstall, S. (2021) *Can I bring my dog to DoubleTree by Hilton?*, *BringFido*. Available at: <https://www.bringfido.com/blog/doubletree-by-hilton-pet-policy/> (Accessed: February 7, 2023).