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CONRAD

HOTELS & RESORTS™

**ROLE AND IMPORTANCE OF QUALITY SERVICE,
HOSPITALITY AND GUEST SERVICES IN THE HOSPITALITY INDUSTRY**

INTRODUCING CONRAD HOTELS AND RESORT

- Conrad Hotels & Resorts is a leading global hotel across the exciting locations
- The concerned hotel ensures that upper-class luxury brands
- Focusing on interior design and architecture, the hotel offers the sensibilities for the team members and guests (Puspita, 2019)



IDENTIFY THE HOTEL BRAND'S MAIN CONSUMERS



- In terms of main customers, the concerned hotel and resorts titled 'Smart Luxury' concerns the upper-class need people in the society
- The main customers of the hotel seek to connect their life, pleasure and business at the time travelling
- Especially the main client concerns the MICE (Zakaryaeva *et al.* 2021)
- Events, markers, staycation and the people from the inter Asua, China, Korea, Japan, Singapore and Hong Kong

NATURE OF THE GUEST SERVICES AND FACILITIES THAT ARE PROVIDED TO THESE GUESTS BY THE HOTEL BRAND



- The guest services refer to the segment of the hospitality following their check-in feature
- Also, their mobile application 'Conrad Concierge' contains a highly customised feature, and also it is convenient with the touch button (Marques, 2021)
- The guest services reflex on the amenities of its pre-arrival for ordering the dining room as well as enjoying the check out in the mobile

CONTD.



- Scope of the guest services and facilities that are provided to these guests by the hotel brand
- There is a high scope of guest services in the chosen hotel brand
- In support of this statement, it can be stated that the hierarchical department of the concerned hotel understands the significance of meeting the needs as well as the preferences of the contemporary smart traveller (Шикіна, 2019)
- Herein the Conrad Concierge helps to put the total experience of the hotel into the hands of their guests by utilising the advances in the technology

CONTD.

- Role of the guest services and facilities that are provided to these guests by the hotel brand
- Emphasising of the individuals, the chosen hotel brand provides a personalised and genuine experience (Шикіна, 2019)
- It is evident that the individual Conrad has appeared as the dynamic reflection of a particular culture and the city



THE NEED TO CONSIDER THE ROLE AND FUNCTION OF GUEST SERVICES IN GENERAL



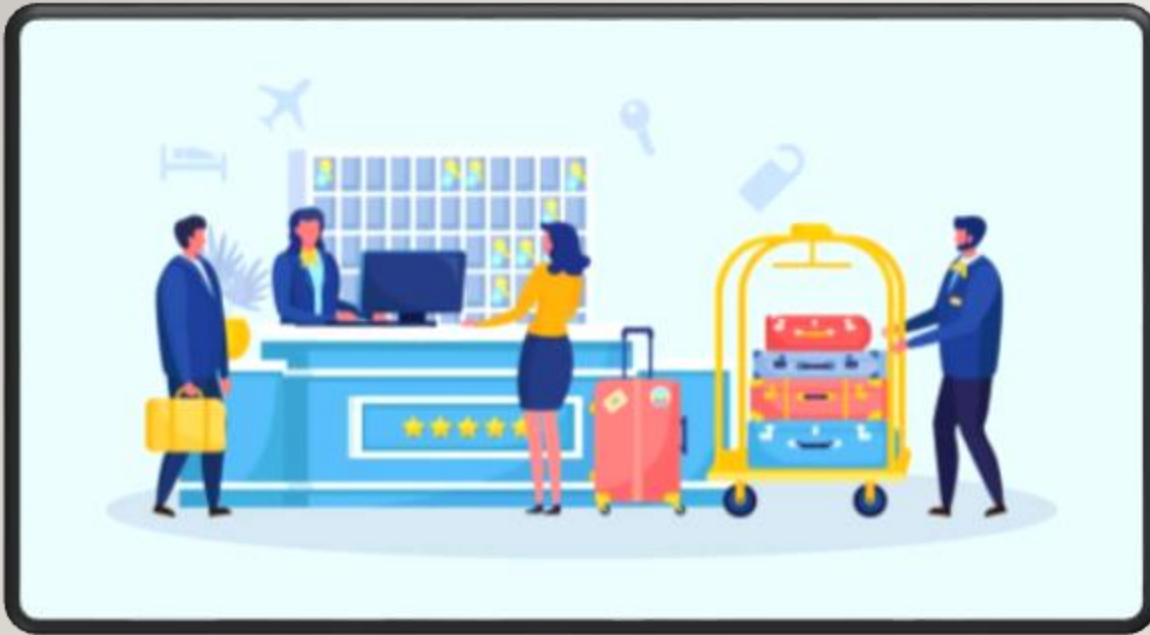
- The role and the function of the guest service can assist the requests and the individual needs of all the guests
- Herein it is ensured to be responded to in an efficient and timely manner (Tien,2019)
- By maintaining the confidentiality of the guests at all times, an alternative and the self-friendly manner can be conducted while encountering the guests

IMPORTANCE OF HOSPITALITY

- Hospitality helps to grow the business
- It is evident that nowadays, more than 80% of customers are willing to pay more to have a better customer experience (Deng, 2022)



HOW HOTELS MEET/EXCEED GUEST EXPECTATIONS



- However, guest expectations are constantly changing; therefore, the shortage of labour has appeared as the key issue
- The areas such as personalisation, autonomy and convenience, the expectations of the guests are met by the hotels (Deng, 2022)

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