



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

STUDENT NAME: MOJNU MIAH

STUDENT ID: 2233687

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3 INTRODUCTION

- UK tourism relies on its hotel business. The country provides a variety of accommodations to suit different tastes and budgets due to its rich cultural past, various attractions, and consistent influx of local and foreign tourists (Chand, 2010).
- From five-star hotels to cozy bed & breakfasts, the UK offers something for everyone. Service, comfort, and hospitality are hallmarks of the sector.
- UK hotels are very attractive due to their architecture and history. UK hotels continue to make business and leisure trips pleasant and enjoyable.
- In here we have discussed about LXR by HILTON WORLDWIDE.



4 BRAND : LXR BY HILTON

LXR by Hilton is a luxury hotel brand that offers an exclusive and sophisticated hospitality experience.

- The brand focuses on unique properties in prime locations around the world, offering guests a blend of refined elegance, exceptional service, and distinctive cultural experiences (Li et al, 2013).
- LXR by Hilton aims to create memorable stays for discerning travelers seeking an elevated level of luxury and sophistication.



5 CONTD.

- LXR by Hilton stands out as one of the best luxury hotel brands for several reasons:
- Unique and Exquisite Properties: LXR by Hilton selects properties that are distinguished by their architectural beauty (Jones et al, 2014).
- Unparalleled Luxury and Comfort: LXR by Hilton is synonymous with luxury and opulence. Guests can expect lavish accommodations with stylish and tasteful decor, plush furnishings, and state-of-the-art amenities.



6 MAIN CONSUMERS

- The main consumers of LXR by Hilton are affluent travelers who seek a luxurious and exclusive hospitality experience (Rogerson, 2010).
- These consumers typically have a higher disposable income and a preference for high-end accommodations and personalized service.
- LXR by Hilton attracts travelers who appreciate architectural beauty, historical significance, and cultural immersion in their destinations.
- The main consumers of LXR by Hilton are individuals or groups who are willing to invest in a premium and sophisticated hotel experience.



7 NATURE OF LXR HOTEL

- The nature of LXR hotels can be described as luxurious, exclusive, and refined. LXR hotels are carefully selected properties that offer a unique and captivating experience for discerning travelers.
- The nature of LXR hotels is characterized by attention to detail, meticulous design, and high-quality amenities, ensuring guests enjoy a truly indulgent stay (Öğüt et al, 2012).
- Overall, the nature of LXR hotels is synonymous with luxury, exclusivity, and an unwavering commitment to providing exceptional experiences for their distinguished clientele.

8 SCOPE OF LXR HOTEL GUEST SERVICES

- LXR hotels have a dedicated team of highly trained staff members who go above and beyond to create a memorable and seamless experience for guests.
- Guests at LXR hotels can expect warm and friendly welcomes, with staff members ready to assist with any requests or inquiries (Chan and Guillet, 2011).
- The service is characterized by its professionalism, efficiency, and genuine care for guest satisfaction. From personalized concierge services to customized dining experiences, LXR by Hilton aims to exceed expectations and create lasting memories for its guests.



9 IMPORTANCE OF NEED OF ROLE & FUNCTION OF GUEST SERVICES

- The role and function of guest services in the hospitality industry are of paramount importance. Here are some key reasons why:
- Guest Satisfaction: The primary purpose of guest services is to ensure the satisfaction of guests (Vlachos, et al, 2013).
- By providing exceptional customer service, addressing guest inquiries and concerns, and going above and beyond to meet their needs, guest services play a crucial role in creating positive experiences and fostering guest loyalty.



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- **Brand Reputation:** The quality of guest services directly impacts the reputation of a hotel or establishment.
- **Repeat Business and Loyalty:** Excellent guest services contribute to guest retention and repeat business. When guests receive personalized attention, prompt responses to their needs, and memorable experiences, they are more likely to return to the same establishment in the future and recommend it to others, thereby increasing customer loyalty.



II IMPORTANCE OF HOSPITALITY

- Hospitality is essential as it creates a welcoming and comfortable environment for guests, ensuring their needs are met and their experiences are positive (Akbaba, 2006).
- It plays a crucial role in building strong relationships and fostering guest loyalty, as exceptional hospitality leaves a lasting impression and encourages guests to return.
- Hospitality is vital for the reputation of businesses in the hospitality industry, as it directly influences customer reviews, recommendations, and overall brand perception.



12 CONCLUSION

- LXR Hotel can meet guest expectations in several ways:
- Clear Communication: Effective communication between the hotel and guests is crucial in managing expectations.
- Hotels should provide accurate and detailed information about their services, amenities, policies, and any potential limitations or disruptions that may affect the guest experience.
- This ensures that guests have a clear understanding of what to expect.
- Consistency and Quality: Hotels should consistently deliver high-quality service and maintain the standards they advertise.
- Cleanliness, comfortable accommodations, prompt and attentive staff, and well-maintained facilities all contribute to meeting guest expectations.

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