

THE ROLE AND IMPORTANCE OF QUALITY
SERVICE, HOSPITALITY AND GUEST SERVICES

BULGARI HOTELS & **RESORTS**

(LUXURY BRAND OF MARRIOTT INTERNATIONAL)

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INTRODUCTION

- The presentation will develop in the context of a renowned hotel brand of the Marriott International.
- Bulgari Hotels & Resorts offers luxurious and high-quality hospitality services to guests.
- The presentation will highlight the facilities and services provided by the hotel brand to its guests.



(Tesone, 2014)

INTRODUCTION OF THE CHOSEN HOTEL BRAND



(bulgarihotels, 2023)

- Bulgari Hotels & Resorts is a luxury hotel brand of Marriott International
- The hotel brand operates the business in different parts of the world.
- This hotel brand operates business in London, Milan, Dubai, Bali, Tokyo, Paris, Shanghai, Beijing, and Rome. Bulgari Hotels & Resorts is very famous for its flawless, innovative, and luxurious hospitality services and high-quality guest experience (bulgarihotels, 2023).

THE HOTEL BRAND'S MAIN CONSUMERS

- The hotel brands mainly target customers from strong financial backgrounds.
- The main consumers of the hotel brand are mostly high-profile individuals, like corporate executives, industrialists, celebrities, politicians, sportspersons, and others.



(Gaskin, 2018)

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



(bulgarihotels, 2023)

- The main nature of Bulgari Hotels & Resorts guest services and facilities is uniqueness and luxury.
- It offers the highest-quality and individually personalised service to each guest.
- The facilities and services provided by the hotel brand have huge scope to attract more global customers.

THE ROLE AND FUNCTION OF GUEST SERVICES IN GENERAL

- The key mission of the guest service department of a hotel is to be present and available for guests before, during, and even after their stay in the hotel. Whether it is by delivering information or helping guests feel confident and comfortable, the role of the guest service department of a hotel is to provide a high-quality and positive experience to the guests (Swarbrooke and Horner, 2011).
- Guest services in a hotel play an essential role in increasing sales and profit margins and improving the business reputation of the hotel (Johnston *et al.*, 2012).
- The functions of hotel guest services allow the hotels to maintain high customer satisfaction and boost their sales and profitability (Vallen and Vallen, Jerome, 2014).



(Vallen and Vallen, Jerome, 2014)

THE IMPORTANCE OF HOSPITALITY AND HOW HOTELS MEET/EXCEED GUEST EXPECTATIONS



(Tesone, 2014)

- Hospitality plays a crucial role in the hotel industry to satisfy customers and provide excellent guest experience (Heppell, 2015).
- ▶ hotels develop effective safety policies and a healthy hotel atmosphere to meet the safety needs of guests (Wood, 2015).
- ▶ Different guests have different requirements, expectations, and budget; therefore, offering personalised services based on guest requirements and budget help hotels to effectively fulfil their guest expectations (Tesone, 2014).

CONCLUSION

- Bulgari Hotels & Resorts develops a range of facilities and services to satisfy its guests.
- Effective hospitality is significant in the hotel industry to fulfil guests' expectations.
- The presentation has highlighted the facilities and guest services offered by Bulgari Hotels & Resorts and its main customers. Moreover, the scope of services provided by the hotel brand has been identified and discussed.



(Wood, 2015)

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