



L X R Hotels and Resorts Hilton

The Role & Importance of Hospitality & Guest Services within
the Hotel Industry



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Hotel Brand

L X R hotels and resorts are located in some of the most captivating corners of the world offering unique and full luxury experiences.

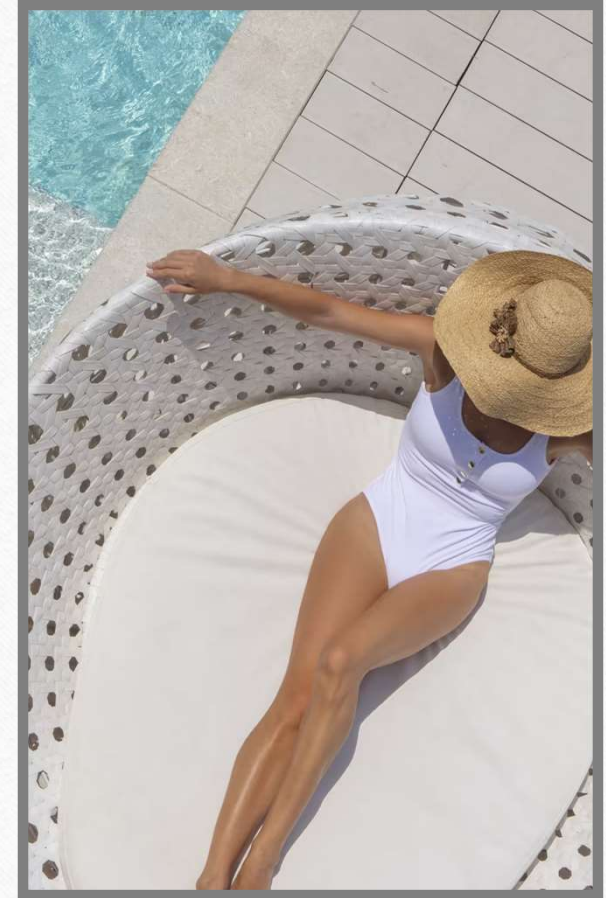
LXR are focused solely on their customers and their experiences with them (LXR Hotels & Resorts - Unique Luxury Hotels, 2023).

Hilton is a hospitality company with seven thousand hotels and hundreds of brands under their control. One hundred and twenty countries have a Hilton hotel amongst there hospitality establishments, sending the message of a memorable holiday (Hilton, 2023)

The hospitality establishment is responsible for the consumers they attract and how they attract them, this is through marketing and offering the needs and wants of their customer base (Klerck and Sweeney, 2007).

Main Consumers

L X R have hotels and resorts in the most secluded and peaceful locations to full fill the need of their niche customer market, high end business and leisure consumers are the main customer base for the Hilton brand, demanding nothing but luxury (ROKU KYOTO, LXR Hotels & Resorts | Hilton Luxury Resorts, 2023).



Guest Services and Facilities Provided

All LXR hotels and resorts offer a variety of luxury facilities including tangible and intangible aspects to fully optimise satisfaction for all their customers (Greco et al., 2013). High end features like a concierge and multiple spas and pools highlight the wealthiness and culture of the LXR brands service (LXR Hotel Locations, 2023).

Customer service is a main part of the customer experience so including a concierge in luxury hotels heightens the relationship between the consumer and the hotel, creating an enhanced vacation as all issues and queries are handled with the utter most importance by the concierge (Bellini and Convert, 2016).

Function of Guest Services in General

Guest services has a large and important role within the function of the hotel, customers rely on the guest services hotel role to provide them with a memorable time and pure satisfaction (Olorunsola et al., 2022)

The function of guest services is ever changing due to the evolving world, technology is impacting business more and more everyday therefore existing establishments need to adapt and consider new trends to stay relevant and keep reaching customer needs and expectations (Gilbert and Finch, 1985).



Importance of Meeting and Exceeding Expectations

Lukmanul (2020), suggest implementing service culture throughout the brand sends a message to customers, the industry and employees. It amplifies the idea of a hospitable brand, putting the experience of the guests at the heart of the employees work.

Creating full satisfaction for the customer is to add the wow factor (Tokman et al., 2006), LXR exceed the wow factor for all their customer through providing facilities for both leisure and business consumers. Such as pools and spas for holiday visitors and meeting rooms and fast working network for those traveling for business.



Conclusion

The hospitality industry is constantly demanding new expectations due to the evolving world, this creates a higher intensity for businesses. However the role and importance of guest services will always remain as a high priority as no technology can create or take over the personal and warming touch of the customer experience than a guest services employee.

Constantly adapting and meeting every customer bases individual needs is what drives and creates dominates in the hospitality industry, this is completed through providing tangible, intangible aspects and service culture throughout the brand. Additionally adding a personal touch to the experience completes the wow factor topping of the visitors vacation.

Thank You

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Hospitality & Guest Services in the Hotel Industry

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