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Introduction

- The role of hospitality and guest services is to manage and handle hotel operations and customers.
- Technologies like automation and artificial intelligence play an important role in hospitality (Naumov, 2019).
- The role and function of guest and hospitality service management is to increase customer satisfaction and engagement.



International and UK Hospitality Industry



- The UK and International Hospitality Industry is a vast sector.
- One of the main challenges of this industry is the high turnover of employees (Marinakou and Giousmpasoglou, 2019).
- For example, Solis Hotel, generates a lot of revenue which is beneficial for national economics.

Importance of Consumer

- Customers are crucial for the hospitality industry in the UK and it is important to understand the needs of guests.
- The effects of consumer-brand value and service quality exceed customers' expectations from the hospitality industry (Rather and Camilleri, 2019).
- It is important for hoteliers to look after the needs of consumers to meet guest expectations.
- Solis hotel in the UK is mostly known for its best customer service.



Hospitality Skill Requirements and Operational Issues



- Hospitality skill requires understanding the demands of the customers.
- An individual needs to learn and keep a service-minded mentality (Hotel Management, 2023).
- The food industry has faced multiple issues.
- Solis hotel serves complementary breakfast to every customer.

Guest services

- The services are included in nature along with the scope and roles of every member of the hotel.
- The changing demands of customers in this 21st century has been giving a clear suggestion to the hotels to to bring upgradation (Özdemir, Çolak and Shmilli, 2019).
- Solis Hotel in the UK is a renowned brand which is providing great hospitality service throughout the world.
- The hotel brand has 4+ Google ratings which show the guest service quality of the brand.



Guest service facilities in Solis Hotel



- Being a private limited company Solis is serving in its thousands of hotels and accommodations.
- The targeted customers of Solis are mainly travel seekers, solo travelers, backpackers, couples and others (Solis Hotel, 2023).
- Customers enjoy free Wi-Fi, breakfast and room service for 24*7.

Continued



- A mystique case of the hospitality industry is the revelation of various unknown facts centered on the services of particular inns.
- Solis Hotel is a renowned symbol for providing the proper examples of having prominent guest service.
- Once a case was aroused that presented that it obtained sex acts and Viagra on a farm in Indiana (Chicago Sun-Times, 2019).
- The hotel authority has been focusing on future development of and avoid any kind of bad report.

Future scope for the hotel brand

- Capela Hotel Group has decided to undertake the construction of Solis Hotel (Global Data, 2023).
- The project is expected to involve more than 200 hotel rooms in Atlanta, Georgia.
- Following the guest expectation Solis has planned to expand worldwide.



Conclusion

- The hospitality and food industry is responsible for making good revenues.
- The UK has obtained a high GDP from the hospitality industry.
- Managing the operational costs is an important factor.
- Solis Hotel has been identified as one of the most successful hotel brands in the UK hospitality sector.



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