

**The role and importance of quality service, hospitality,
and guest services within the hotel industry**

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THE ROLE AND IMPORTANCE OF QUALITY SERVICE, HOSPITALITY, AND GUEST SERVICES WITHIN THE HOTEL INDUSTRY

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Introduction

INTRODUCTION

- ❑ The term "hospitality" is derived from the Latin word "hospes," which means "host."
- ❑ London Marriott Hotel Regents Park and restaurants are the best illustrations of a hospitality business (Wood, 2015).
- ❑ The hospitality industry includes all companies that rely on creating and maintaining close relationships with their customers (Marriott.com, 2023).



Source: <https://www.soegijobs.com/9-tips-excellent-customer-service-hospitality/>

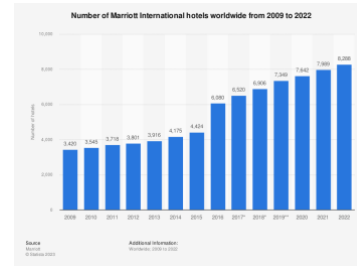
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This is the basis of the word. In the end, hospitality is the relationship between a host and a guest. While there are many situations when this might occur, businesses usually make use of it to provide consumers and clients with better services. Hotels and restaurants are the best illustrations of a hospitality business. The term "hospitality" is derived from the Latin word "hospes," which means "host."

The Role and Function of Guest Services

THE ROLE AND FUNCTION OF GUEST SERVICE

- ❑ A 24-hour front desk: This service can provide visitors with more comfort and convenience since they know that someone is constantly on hand to help them (Baek *et al.*2020).
- ❑ Room service: Guests can request food and other products to be delivered to their rooms via room service. For example, the excellent room service facilities offered by London Marriott Regents Park .
- ❑ Concierge services: A concierge can advise visitors on nearby landmarks, eateries, transportation, and other products and services.



Source:
<https://www.statista.com/statistics/247285/number-of-marriott-international-hotels-worldwide/>

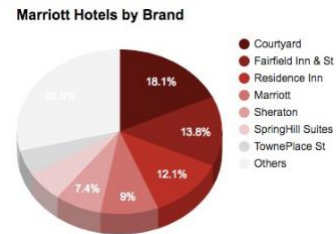
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To ensure that visitors have a pleasant and happy stay, contemporary hotels should offer a variety of guest services. Guests can request food and other products to be delivered to their rooms via room service. A concierge can advise visitors on nearby landmarks, eateries, transportation, and other products and services.

The Role and Function of Guest Services Contd...

THE ROLE AND FUNCTION OF GUEST SERVICE CONTD...

- ❑ Laundry and dry-cleaning services: Services such as laundry and dry cleaning enable visitors to maintain the appearance of their clothing throughout the course of a lengthier stay.
- ❑ Housekeeping: Housekeeping services maintain the cleanliness and organization of guest rooms and can also offer extras like clean towels and bedding (Jones and Comfort, 2019).
- ❑ Wi-Fi and Internet connectivity: These are essential for many visitors since it enables them to stay connected, do business, and keep in touch with friends and family (Marriott.com, 2023). Marriott has free Wi-Fi in all rooms (TripAdvisor, 2023)



Source: <https://dreamtravelonpoints.com/the-largest-hotel-company-in-the-world-marriott-hotels-facts-figures/>

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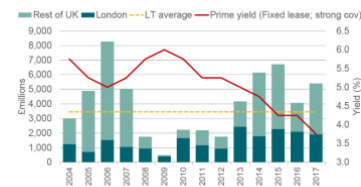
Housekeeping services maintain the cleanliness and organization of guest rooms and can also offer extras like clean towels and bedding. Laundry and dry-cleaning services such as laundry and dry cleaning enable visitors to maintain the appearance of their clothing throughout the course of a lengthier stay. It is analysed that Wi-Fi and Internet connectivity are essential for many visitors since it enables them to stay connected, do business, and keep in touch with friends and family.

The Role and Function of Guest Services Contd...

THE ROLE AND FUNCTION OF GUEST SERVICE CONTD...

- ❑ **Fitness centre:** Having a gym or fitness facility on-site allows many visitors to continue their training regimen while visiting.
- ❑ **Swimming pool and spa:** London Marriott Regents Park for visitors who wish to unwind or cool down, having a swimming pool and spa might be a benefit (Rescalvo-Martin *et al.* 2021).
- ❑ **Business centre:** Having a workspace with computers, printers, and other office supplies may be useful for business travellers.

Transaction volumes and prime yield



Graph source: Savills
Source:
https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.savills.com%2Fresearch_articles%2F255800%2F228411-0&psig=AOvVaw26HtiULvrsvH3S5GOn304k&ust=1684991371325000&source=images&cd=vfe&ved=0CBEQjRxqFwoTCli_35OYjB8CFQAAAdAAAAABAO

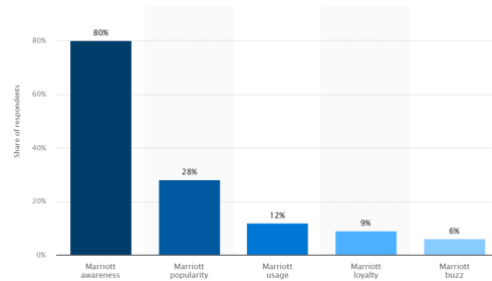
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Having a gym or fitness facility on-site allows many visitors to continue their training regimen while visiting. Swimming pool and spa for visitors who wish to unwind or cool down, having a swimming pool and spa might be a benefit. Parking for visitors who drive, having on-site parking might be convenient. It's vital to keep in mind that different hotel types may provide different services and depending on the nature of the trip and the tastes of the guests.

About Consumers

ABOUT CONSUMERS

- ❑ The consumers of the London Marriott Regents Park and guest service business are tourists, travellers, and anybody else looking for food and lodging (Marriott.com, 2023).
- ❑ Marriott has been found to have 80% brand awareness in the UK (Statista, 2023)
- ❑ The two industries of tourism and hospitality are closely related (Rescalvo-Martin *et al.* 2021).
- ❑ For self-described travellers (non-tourists), leisure, tours, and the most adventurous experiences are essential.



Source: <https://www.statista.com/forecasts/1335619/marriott-hotels-brand-profile-in-the-uk>

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The hotel is an experience in and of itself for a certain sort of consumer, namely tourists. A visitor searches for the conveniences that the organization's administration offers. The consumers of the hospitality and guest service business are tourists, travellers, and anybody else looking for food and lodging. As a result, these supplemental services are crucial to their ability to enjoy their trip. The two industries of tourism and hospitality are closely related.

Service Culture

SERVICE CULTURE

- ❑ Recently, the term "hospitality" has become more widely employed to describe a range of private, public, and commercial services.
- ❑ In London Marriott Regents Park the guest service industry is made up of a variety of components, including lodging, dining, entertainment, and transportation (Horner and Swarbrooke, 2020).
- ❑ The quantity and quality of hospitality services given and the volume and pace of growth of tourist traffic have been found to have a strong, positive interaction relationship (Naumov 2019).



Source: <https://frequentmiller.com/marriott-ditches-award-chart-march-29th-top-properties-to-go-up-by-30k-certificate-top-off-coming-in-april/>

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The guest service industry is made up of a variety of components, including lodging, dining, entertainment, and transportation. Recently, the term "hospitality" has become more widely employed to describe a range of private, public, and commercial services. All three of these elements are tied to hospitality. Hospitality has emerged as the centre, or most crucial element, of the infrastructure facilities for the travel and tourism industry globally, especially in its commercial form as the "Hotel."

Recommendations

RECOMMENDATIONS

- ❑ **Financial Concern:** At a time when salaries are surpassing real estate prices and there is approaching corporate and economic instability
- ❑ **Affordability** worries have persisted in impacting the residential market (Gursoy *et al.* 2022).
- ❑ **Digitization of the Customer Service Experience:** As technology becomes more readily available and affordable.



Source: <https://www.hotelogix.com/blog/5-commandments-to-delight-your-hotel-guests/>



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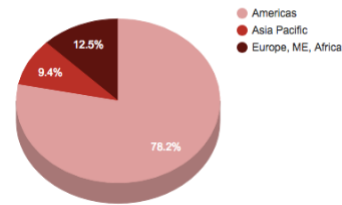
Here are some ideas on how the hotel and guest services industry may enhance its offerings. At a time when salaries are surpassing real estate prices and there is approaching corporate and economic instability, affordability worries have persisted in impacting the residential market. Customers are starting to see it being utilized more frequently in the hospitality sector.

Recommendations Contd...

RECOMMENDATIONS CONTD...

- ❑ Sustainability: The commercial real estate sector has implemented sustainable building practices to improve productivity and reduce worker tension (Car *et al.* 2019).
- ❑ Especially noticeable in the retail sector, where mall builders strive to provide a warm, soothing, and enjoyable environment for leisure and shopping (Jones and Comfort, 2019).

Marriott Hotels by Region



Source: <https://dreamtravelonpoints.com/the-largest-hotel-company-in-the-world-marriott-hotels-facts-figures/>

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In the London Marriott Regents Park Hotel, the idea of sustainability has gained popularity. Tenants are placing a bigger focus on their health as they become more aware of how an appealing workplace may boost and improve productivity while minimizing worker tension and absence due to illness. For this reason, the real estate industry has implemented sustainable building practices.

Conclusion

CONCLUSION

- ❑ Hotels, restaurants, and everything else in London Marriott Regents Park are hospitality and guest service providers with a duty to uphold patron satisfaction and happiness.
- ❑ Since the pandemic, the hotel and guest service sector has seen tremendous change, which has increased demand for hospitality organizations and management.
- ❑ The hospitality industry must be able to show passengers that safety procedures have been implemented as fully as possible during the pandemic



Source: <https://hmhub.in/introduction-to-guest-cycle/>

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- Since the pandemic, the hotel and guest service sector has seen tremendous change, which has increased demand for hospitality organizations and management.
- The hospitality industry must be able to show passengers that safety procedures have been implemented as fully as possible during the pandemic.

This applies to any industry where customers have a high standard for the services they receive. Since the pandemic, the hotel and guest service sector has seen tremendous change, which has increased demand for hospitality organizations and management. Hotels, restaurants, and everything else in this type of industry is hospitality and guest service providers with a duty to uphold patron satisfaction and happiness.

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