



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

Presented on Sheraton hotel

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Sheraton hotel and resort it was founded in 1937

Sheraton founders Ernest Henderson and Robert Moore acquire their first hotel in Springfield, Massachusetts. Within two years, they own properties from Maine to Florida (expedia)

Introduction to Sheraton hotel and resorts

Sheraton Hotels & Resorts, as stated on their official website (Sheraton, n.d.), is an internationally renowned hotel brand celebrated for its lavish accommodations, outstanding guest services, and state-of-the-art amenities. Having been founded in 1937, Sheraton boasts a long-standing heritage, making it one of the most enduring and esteemed names in the global hotel industry. With a presence spanning more than 70 countries and territories, the brand's unwavering dedication lies in delivering an extraordinary travel experience to its guests. (International Hotels & Resorts)



Sheratons main consumers

Sheraton Hotel is renowned for its ability to attract a diverse array of consumers, encompassing business travellers, leisure travellers, families, and groups. The brand's reputation is built upon its commitment to providing high-quality service, offering luxurious amenities, and strategically situating its hotels in prominent urban centres and popular tourist destinations worldwide. Consequently, Sheraton Hotel appeals to individuals who prioritize comfort, convenience, and a premium experience. (Sheraton, no date).

Sheraton hotels provide a wide range of services and facilities to enhance the guest experience. These offerings often include:

- **Luggage assistance**
- **Complimentary parking**
- **Audio-visual staff**
- **24-hour business centre**
- **Ample meeting space**

(Harper, 2016)

- **Wireless Internet access in public areas**
- **Faxing and copying service**
- **Well-equipped fitness facility**
- **Dedicated concierge service**
- **Convenient laundry and valet service**
- **Round-the-clock front desk assistance**
- **Inviting swimming pool**

Sheraton hotels provide a range of amenities and services to ensure a comfortable and enjoyable stay for their guests. They are as follows:

- **High-speed Internet access**
- **Sheraton Sweet Sleeper Bed**
- **Tea/coffeemaker**
- **Voice mail**
- **Maid service**
- **Dual-line phone**
- **In-room movies**
- **Data ports**
- **Oversized desk**

- **Room service**
- **Air-conditioning**
- **Iron and ironing board**
- **Cable TV**
- **Hairdryer**
- **Complimentary newspaper**
- **Wake-up service**
- **Handicapped-accessible rooms**
- **Smoke-free environment**
- **Beverage and food offerings**

(Business Travel News)

Roles and responsibility at Sheraton hotel

- **Assist guests with check-in and check-out processes**
- **Provide guests with information about hotel services**
- **Accommodate guests during their stay in an attentive, courteous, and friendly manner**
- **Offer assistance to individual needs and requests of all guests**
- **Respond to guest needs in a timely and efficient manner**
- **Maintain guest confidentiality at all times**
- **Conduct oneself in a friendly and attentive manner during all guest encounters**

(Bastic, 2013)

function of guest services. Guest services have a significant impact on guest satisfaction and loyalty. (Saut & Bie, 2022)

The customer service department's mission is to be available and present for guests at all stages of their visit.

- The department plays a role in providing information, advice, and assistance to ensure guests feel comfortable and confident.**
- Excellent customer service contributes to guests associating positive experiences with the property.**
- Consistent effort is required from employees to deliver outstanding customer service.**
- Employees should be involved, respectful, available, and attentive to guests' needs.**

(Mohammed Shobri & Putit, 2015)

The importance of hospitality and how hotels meet/exceed guest expectations

The importance of hospitality and how hotels go above and beyond to meet guest expectations cannot be overstated. Some key factors are:

- Understanding the relationship between guest expectations and experience is crucial for customer satisfaction.**
- Meeting or exceeding guest expectations can result in positive reviews and repeat business.**
- Comprehending guest expectations helps in developing effective marketing strategies and pre-arrival communications.**
- Identifying your target audience and understanding their preferences and expectations provides a competitive advantage.**
- Establishing a consistent message across different platforms reinforces guest expectations and helps differentiate from competitors.**

Why is it important to meet and exceed customer expectations?

It Enhances customer loyalty: By surpassing the expectations of your customers, you can motivate them to choose your brand for future purchases. Impact product sales: Customers with elevated expectations regarding your products or services are more likely to select your brand, enabling you to boost profits and achieve sales objectives. (Vlad, 2015)

Conclusion

Guest service experience is vital in an industry as high-pressure and competitive as hospitality. Guests are spoilt for choice, which means that offering outstanding customer service can be the turning point that can lead to loyal guests who keep coming back thanks to impeccable, stress-free service. Also, by providing quality guest services, Sheraton hotel would build customer trust, become more competitive, attract new customers, increase sales conversion, drive customer satisfaction and maintain a loyal customer base. (Sabourin, 2021)



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