

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



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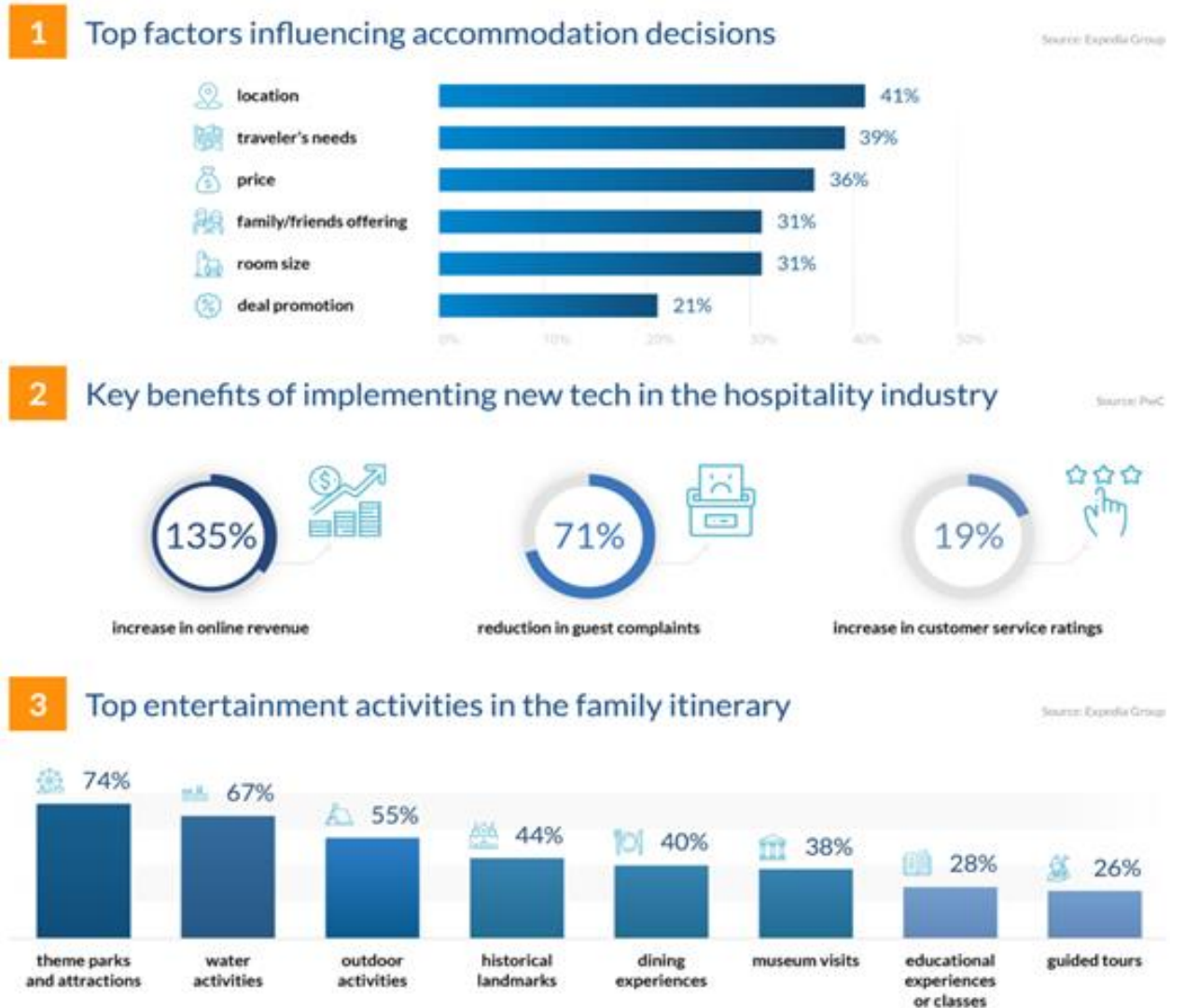
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Introduction

The hospitality industry has progressed over the years, each sector of it are constantly changing.

The purpose of hospitality it is guest satisfaction which leads to loyalty and brings profit to the company.



Key Hospitality Statistics

(Finances Online 2023, Walker 2021)

Hospitality at St. Regis

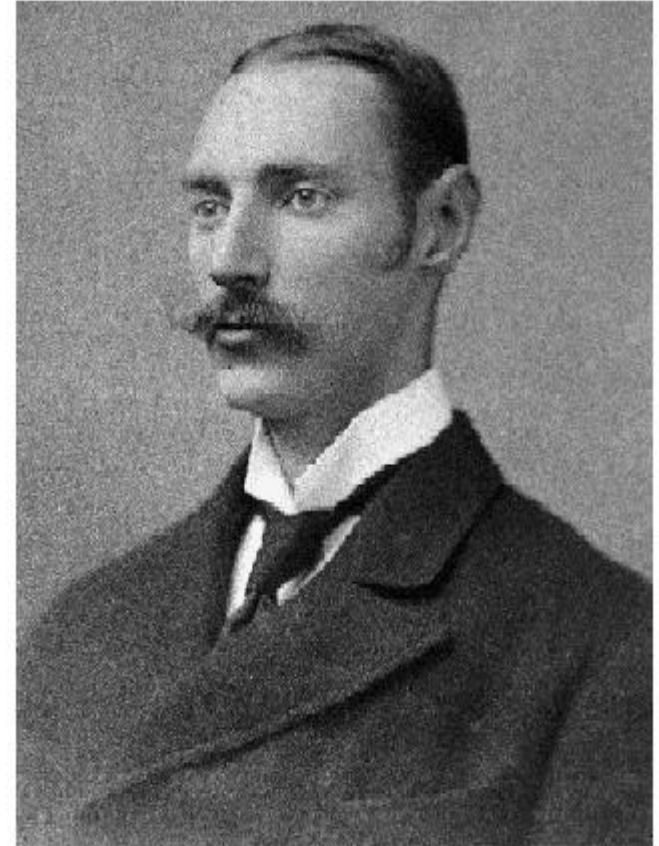
St. Regis it is a 5-star full service luxury hotel, brand owned by Marriot International.

First hotel of St. Regis was built in New York, by Colonel John Jacob Astor IV in 1904, which combines his vision of luxury and technology.

Today, almost 50 hotels are open worldwide, in the most attractive locations, respecting local heritage and bringing signature rituals.



St. Regis New York Hotel



Colonel John Jacob Astor IV

(Cornell Hotel and Restaurant Administration Quarterly, 1991 and Turner, 2022)

Hospitality at St. Regis

St. Regis is targeting upscale travellers:

- Family holiday –Children’s Club , In-Suite Glamping;
- Special occasion travellers – venues for weddings and celebrations;
- Business – meeting rooms and business centres;
- Leisure – fitness centre, spa, swimming pool;

Other facilities that St. Regis offer are gyms, lounges, restaurants, guest rooms.



The ST. Regis Maldives Vommuli Resort



St. Regis Rome, Ritz Ballroom



St. Regis Rome, Principe Room



Family Traditions at The St. Regis

(Mowery 2022, Global Data 2014 and Luxury Travel Advisor, 2018)

Hospitality at St. Regis

Butler service – the butlers receive the same training as butlers at Buckingham Palace, service available 24 hours.

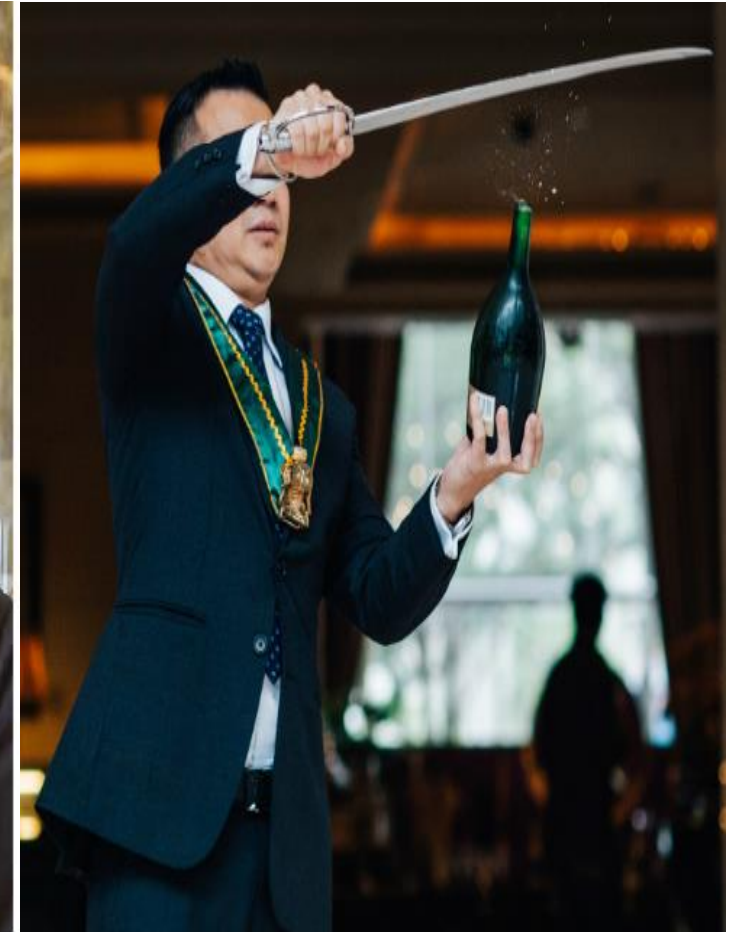
Signature Rituals

- Bloody Mary;
- Evening Rituals;
- Afternoon Tea;
- Midnight Supper

The House of Celebration - define special occasions across all cultures and seasons.



Oladayo Olayemi and Nishita Karnik, butlers at St. Regis Dubai, The Palm



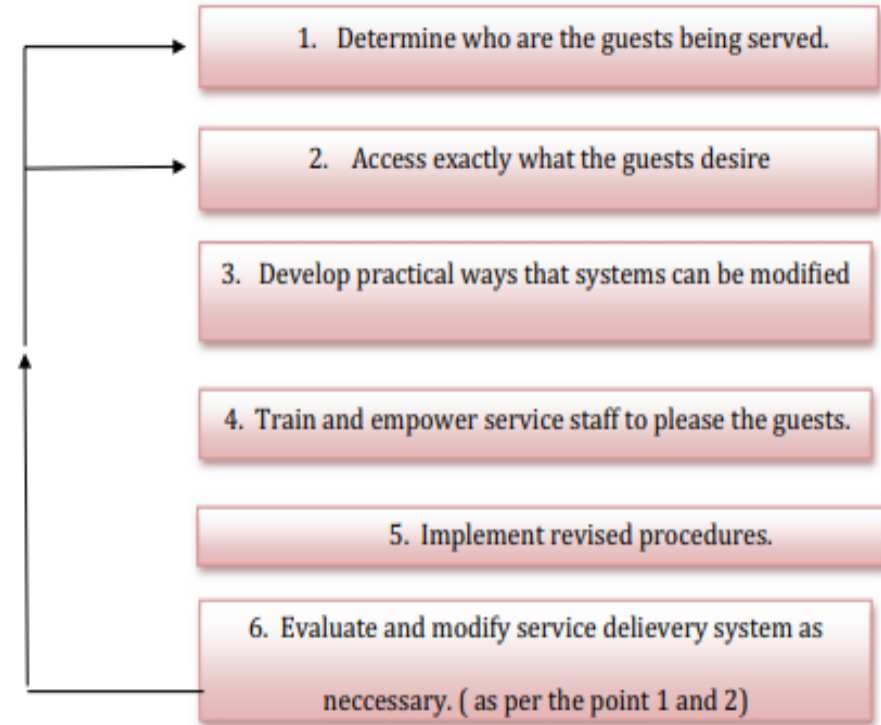
Champagne sabrage at St. Regis Singapore

(Mann 1993, Marriott 2022 and St. Regis, 2023)

The role and function of guest services

A quality and highly personalized service can be the way to make the guest return and thus become loyal to the brand, the success of the brand could be measured this way.

To achieve guest satisfaction, it is not only the customer important but an engaged employee who come in direct contact with the guest can make a difference.

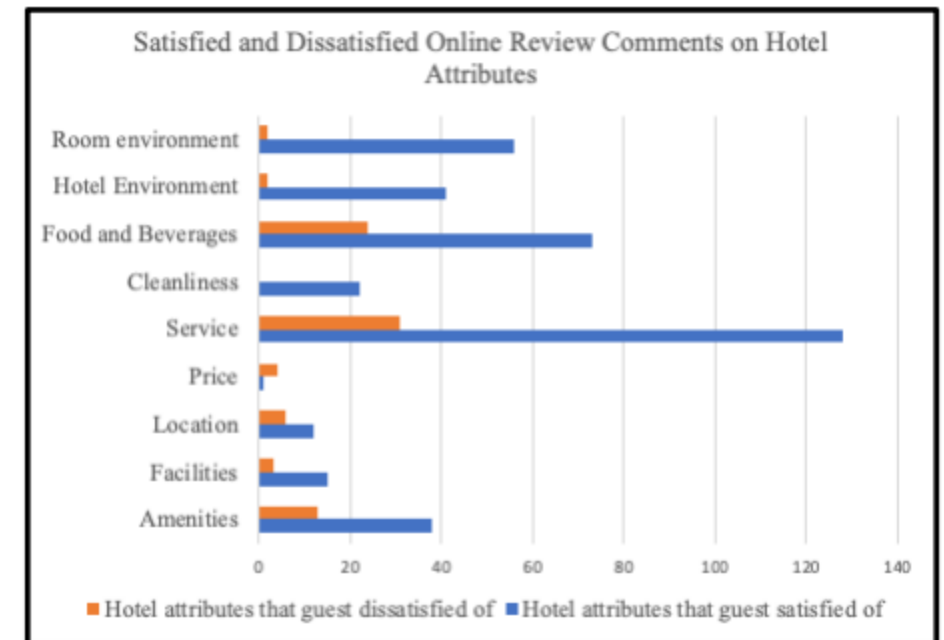


Steps in developing quality service delivery system

The role and function of guest services

The service at St. Regis goes far beyond elegant rooms and luxury design, through contactless check-in, luggage carts the staff wear gloves, are greeting the guest, open doors, unpack or pack luggage, call for taxi.

For example St Regis offer complimentary entrance tickets for 2 adults and 2 children to the Kuala Lumpur Bird Park, which is just 500 min from the hotel, can be seen as an wow effect.

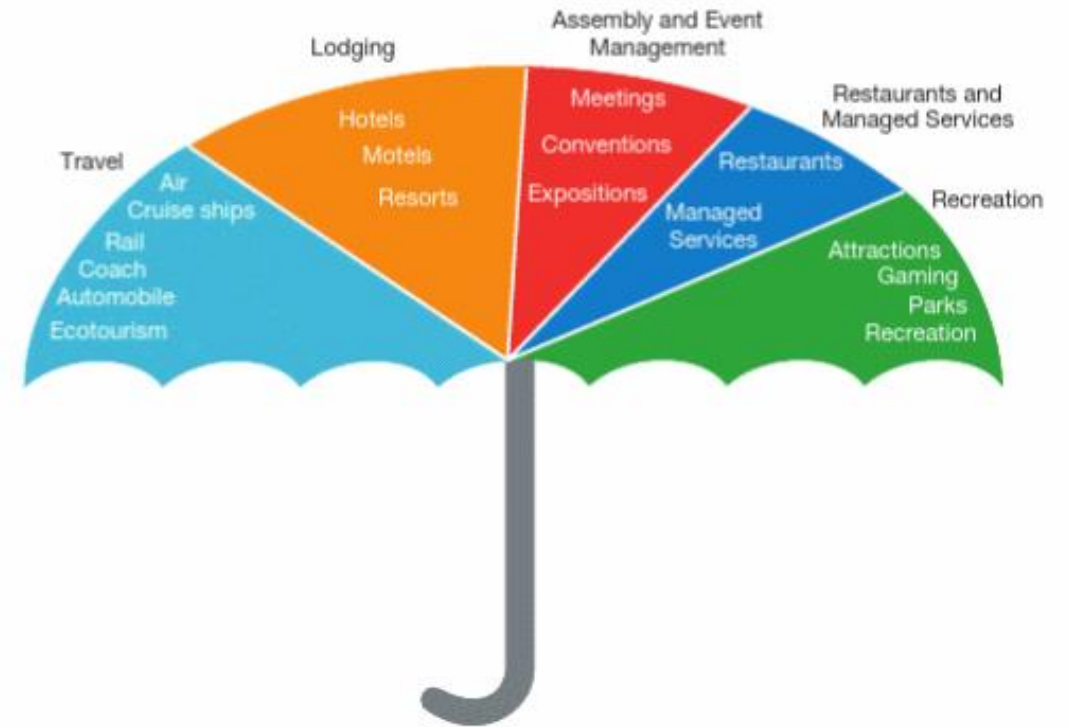


Comparison Between Satisfied and Dissatisfied Guest,
St. Regis Kuala Lumpur

Importance of hospitality

The hospitality industry is one of the most complex industries that can offer different professions in various positions.

Hospitality involves employees, by preparing and delivering products and services to the guests but guest opinion is important to help businesses improve and grow.



Scope of the Hospitality and Tourism Industry

(Walker and Walker, 2013)

Conclusion

The luxury hotels are offering customers with similar standard of product and services. Therefore, a hotel like St. Regis whose hotels are in most desired locations and respect the personality of each place, is trying to tell own story by signature rituals. All these combined with authentic service and modernism can make guest loyal to the brand, leading to the success of the company.



Happy customers at St. Regis New York

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