

Evaluating the importance of quality service, hospitality and guest services within the Shangri-la hotel

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Introduction

Hello, and thank you for joining me for today's presentation, which will focus on evaluating the importance of quality service, hospitality and guest services for a luxury brand operating in the tourism and hospitality Industry.



We will be looking at the Shangri-la hotel and the quality of hospitality and guest services they provide.

Quality and Hospitality Guest Services

The High-Quality Services are very important to the success of any luxury hospitality brand. Shangri-la hotels quality services are essential to achieving a good reputation and success. Shangri-La Hotels are exceptionally known for its commitment to providing an excellent service to its guests.

Guest satisfaction: Providing high-quality services is the key to ensuring guest satisfaction. This entails providing a personalised attention, quick actions to solving problems, paying attention to detail, exceeding guests expectations are essential. When guests are pleased with their experience, they are more likely to become repeat customers and recommend the hotel to others. To improve the hospitality and tourism services provided to customers, it is necessary for managers to acquire knowledge about their customers (IGI Global, 2023)

Brand Image and Reputation : it is essential to provide a strong brand image and excellent reputation within the hospitality industry. The commitment Shangri-la has to excellence in its services has played a vital role in attracting loyal guests and maintaining a competitive edge in the luxurious hospitality industry.

Quality and Hospitality Guest Services

Boosting Revenue: It has been proven that a happy customer is more willing to pay extra for exceptional service. By delivering outstanding service, businesses like Shangri-La can justify their prices, which helps to increase and boost revenue and profitability. *We achieved robust recovery in topline performance (Shangri-La group, 2023)*

Well trained and competent staff: the key to providing an excellent service lies within a well-trained and motivated employees. Good training design developed by an organization can produce good results (Partlow 1996).

Creating memorable and positive guest experiences: The quality of service provided to guests plays a major role in their experience. This includes providing smooth check-ins, advice with local amenities, maps and directions, spotless rooms, various dining options, and attentive staff interactions. When guests have a positive experience, it creates lasting memories and encourages them to return for future stays. world-class service, beautiful architecture and design, and the finest dining experiences (martinroll,2017)

Quality and Hospitality Guest Services

Events and meeting room: offering great venues with the best expert Event management at Shangri-La Hotels for birthdays, weddings conferences, meetings, and others special events and celebrations.

Smart rooms technology: offering smart room systems that allows guests to control different room features such as lighting, temperature, entertainment systems, and room service through their tablets or smartphones.

Shangri-La will use Tencent's advanced cloud and artificial intelligence technologies, social network and payment tools. (Esther Hertzfeld, Dec1,2023).

Evaluating how consumer demand impact on guest service management

Consumer demand has a significant impact on guest service management. To meet and address this, it is important for a business to deliver an excellent service and ensure customer satisfaction. The market of hotel services is an actively developing market

(E. L. Zadneprovskaya et al, 2021)

There are many ways, which consumer demand impacts hotel service management:

Customised service: offering different services to meet guest demands in the Hospitality Industry, by providing customised room type, amenities, dietary options, and services such as gym spa treatments or tours and excursions. Taking into consideration customer preferences and do the utmost to address them. *More hotels provide exquisite, high-quality and customized service* (Chen, Wen-Jung, 2013)

The Integration of Technology: Incorporating the latest technology, such as mobile bookings and check-ins, keyless entry, and smart room controls. Smart hotel is a novel concept in the hospitality industry (Yang, et al. 2021)

Social Media and Reviews: online reviews shared on social media has a massive influence on the expected service. The influence of new media in tourism (Maria Gorete, et al. 2021)

Sustainability and energy saving: Shangri-la group strives to create a positive, sustainable impact by focusing on four areas: our environment, our people, our communities, and our business (Shangri-La Group, 2020)

Summary

The constant changing of consumer demands impacts on guest services within the hospitality industry. Hospitality businesses must continually assess and update their services to align with evolving consumer preferences by ensuring guest contentment and maintain excellence in this competitive industry.

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