



# UNIQUE SERVICES AND FACILITIES IN HOTEL INDUSTRY FOR THE GUESTS

DHRUBA JYOTI DAS

GLOBAL COLLEGE OF SCIENCE AND TECHNOLOGY

JETIR

## **Abstract :**

As the wings of the Hotel Industry is situated in all over the world and hotel directly deals with the guests who come from the different parts of the globe and belong to different customs and cultures that is why an intensified competition can be noticed among the leading hotels and brands to cope up with the needs of the guests to get a healthy percentage of business in the competitive market on regular basis. For this above said reason hotels are always very conscious and sensitive to provide unique facilities and services to the consumers. To be in the competition hotels need to improve their services and facilities on rapid track .Top level management of the hotels also covers the decisions that which facilities should be provided and in which manner. The matters of safety and security of the guests also need to be considered which is utmost important in the present era of globalization in hotel industry also like other sectors in the world. Not only for earning purpose or generating revenues but also it is the moral responsibility of the hotel industry to provide safe stay , satisfactory services and ultimate facilities to the guests as the hotel is known as 'home away from home ' to all the guests in every corners of the earth and that is why Hotel Industry is the inseparable part of the Hospitality Industry.

## **Introduction :**

In the modern era , Hotel Industry is one of the best service providing industry in the every corner of the globe and when one is far away from home , then hotel is the only best friend of that person to provide him / her the safe place of stay and food along with other necessary services . Hotels are all about ambiance Modern Hotel Industry and its philosophy is focused towards the consumers and full fill their needs by means of continuous maintenance of unique services and implementation of new facilities in a reasonable price .Dynamic services and facilities only can gear up the business as well as good will of a hotel and on the other hand several categories of guest like businessmen , tourists , students , holiday makers ,executives of international organizations , international travellers , delegates of foreign countries , people related to sports , pilgrims and guests of other categories also availing the facilities provided by the hotels on regular basis in most important phases of their travelling perhaps that is why today services and facilities provided by Hotel Industry is the significant matter from the view point of Hospitality Industry.

**Importance :**

Each and every thing in this world is completely meaningless if that thing has no importance or need in our life and that is why we should take a view over the importance of our topic also the unique services & facilities in hotel industry for the guests. The importance of hotel facilities & services are diverse and has a deep impact in all over the world directly & sometimes indirectly in several ways.

Whenever the guests or consumers are far away from home then yet they feel like home only for the facilities provided by hotel industry in various manners like , safe accommodation , food , security and other services and also they are psychologically remains satisfied and calm for the above facilities and can concentrate in their main work and goal

The living instance of the above said thing is recently completed Paris Olympics-2024 in France where approximately 10,500 athletes from the territories of 206 National Olympic Committees (NOCs) and the IOC Refugee Olympic Team participated, with the majority staying in the main 54-hectare Olympic Village, located on the banks of the river Seine in the north of the host city. To host the Olympic Games, the International Olympic Committee required that a city has at least 40,000 hotel rooms for spectators and an Olympic Village that can house 15,000 athletes, referees and officials.

Apart from the arrangement of accommodation in Olympic Village, the following hotels also played a significant role to provide accommodation to the various officials and spectators

Five-star luxury Hotel de Crillon,

Hotel Le Bristol

Hotel Le Meurice

and the less expensive but still luxurious Le Roch Hotel & Spa.

and many more other hotels

On the other hand due to this facilities the consumers or guests and hotel industry jointly plays a vital role in the economic growth of a country also. Hotel industry plays a significant role to earn a huge percentage of foreign currencies on be half of a country and contributes greatly to the financial progress of a nation .Thousands of people who are related to this industry like owners , employees , travel agencies and tour operators get their earnings on regular basis and directly or indirectly also their families becomes benefited and it is a universal truth and this cycle only can be continued when guests are satisfied against the facilities and services provided by the hotels as a result of which the consumers will keep continuing their bookings of hotel rooms along with a true faith and they will turn up in the hotels again and again as per their needs. Thus the above said matters only can keep intact the good will and growth of the hotel industry.

**Unique Services and Facilities from modern Hotel Industry for the guests:**

In the present era the “wide range of facilities and services provided by the modern hotel industry “ is a great matter of significance in several ways from the view point of the consumers or guests , some of those facilities are :

- Facilities of accommodation (various rooms ) , like single bedded room , double bedded room , suite , twin room , quad , executive room etc.,
- Special rooms like – lanai, cabana, duplex, pent house suite, hospitality room, studio room murphy bedded room etc.
- Centrally air-conditioned environment
- Facility of elevators
- Foods and beverages form various cuisines of the world in reasonable price
- Special discount offers on room
- Special package offers
- Scope of Go Plan (applicable in chain hotels)
- Special attention for VIP ,VVIP and CIP guests
- Wake up call for the in-house crew members
- Scope of advance room reservation
- Various amenities in hotel rooms
- Eco friendly atmosphere
- Maintenance of completely clean and hygienic condition in every corner of the hotel
- Extreme level of safe and secured stay for the guests as the hotel s have their own in house security department which is scientifically designed and equipped
- Indoor games and sports facilities for recreation
- Concierge services
- Laundry and Valet service
- Tour facilities along with guide
- Various types of catering services
- Car rental services
- 24 hours room service
- Turn down services in rooms
- Banquet facilities
- Arrangement of Sauna bath
- Facilities like seminar halls and hospitality rooms
- In house locker facilities
- Refueling stations
- Airport pick up
- 24 hours in house doctor and medical assistance
- Complementary rooms for the specific guests
- Facilities of bar and restaurant
- Facilities of coffee shop
- 24 hours hot and cold water supply
- Facilities of opulent spa
- Facilities of gym
- Free internet and Wi-Fi
- Special facilities for the physically challenged guests
- Swimming pool
- Sunset boat trip
- Gift shops

- Currency exchange offers
- Apart from cash payments on cards and facilities of “on line payments “ also.
- E bike and horse cart rental
- Transfer and chauffeur driven limousine services
- Babysitting arrangement etc..

### ***Challenges and complexity faced by the hotels :***

In spite of having goal and mission of providing unique services and facilities to the guests, the hotels have to face many critical challenges –

- In the competitive market providing unique facilities and services to the consumers in a reasonable price on continuous basis is the most difficult challenge to the hotels
- Low occupancy ratio
- Fluctuating revenue
- Proper way and work procedures to provide the services by the hotel staffs is another challenge as the thoughts of the guests vary from one to another
- Handling and making solutions of guests complaints instantly
- Handling unusual situations which take place some times suddenly (like handling drunken guests, sick guests, illogical asking of the guests etc. )
- Maintaining completely safe and secured stay for the in house guests is an another matter of significance to the hotels because today terrorism is the biggest and alarming threat to the whole world
- Implementation of innovative ideas are also challenging to the hotels in primary stages
- Allocation of responsibilities among the staffs and implementation of new technologies are also challenging
- Handling foreign guests and travellers are also very complex as there are various rules and norms have to maintain by the hotels
- Maintaining completely clean and hygienic environment always is an another matter of challenge as the international travellers are very fussy regarding the cleanliness

### ***Effective implementation of Strategies for solution:***

In spite of having all the above said challenges, hotels are always making cordial efforts and performing their duties to provide ultimate satisfaction to the guests

- ✓ Proper listening to the complaints of the guests and taking immediate steps to solve those things
- ✓ Accepting also the suggestive ideas from the guests if those ideas have significance
- ✓ Eye for details
- ✓ Hotels always try to provide food and accommodation along with other facilities in reasonable price to the consumers

- ✓ Always maintaining by the hotels well-equipped and designed security systems for the safety of the guests.
- ✓ 24 hours in house doctors on call and medical aid
- ✓ Cordial behavior from the staffs always
- ✓ Arrangement of staff training and development knocks by the top level management to gear up the psychological desires of the staffs so that they can able to provide much more improved and spontaneous serves to the guests day by day
- ✓ Adopting new technologies for the benefits of the guests
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- ✓ Above all maintaining the moral values and ethics by the hotels for the benefits of the guests, for the staffs, as well as for the society

### **Conclusion:**

*Conscious observations and cordial efforts to serve the guests should be the ultimate responsibility of the hotels and never this importance should be underestimated in this rapid changing and competitive market of hospitality related sensitive field. Through this long discussion already we have observed that the significant services and facilities provided by the hotel industry has multi-dimensional benefits in our society like – (a) Satisfied guests (b) Good will of the hotel industry (c) Earnings of the employees and other persons related to hotel industry (d) Conducive work environment (e) Contribution to the economic growth of a nation (f) Performing moral responsibilities for the benefits of the consumers etc.*

*Hotels should produce a positive and productive results oriented environment by the heartiest efforts and continuous development based activities to achieve a safe and satisfied travel zone through the globe for the travellers and guests because after all hotel industry is one of the symbolic message bearer as well as the best friend of providing the true services to the people while they are far away from home .*

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