

**PROSPECTS OF THE DEVELOPMENT OF THE SERVICES OF
ACCOMMODATION FACILITIES**

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Abstract: Each of us has encountered service in hotels more than once. It is about providing a high quality of service for guests, which should satisfy their needs and desires. Good service in a hotel is not only about providing a comfortable stay, but also creating a positive impression for visitors. Service in hotels is a set of services provided to guests during their stay at the hotel. It includes not only the provision of a comfortable room, but also catering, room cleaning, landscaping, and even the provision of leisure activities. This paper aims to help fill the gap by exploring what is included in the concept of service in a hotel, what are its advantages, and how to properly organize it.

Keywords: service, services in accommodation facilities, hotel business, catering, hotel industry.

Introduction

Service in hotels is a set of services provided to guests during their stay at the hotel. It includes not only the provision of a comfortable room, but also catering, room cleaning, landscaping, and even the provision of leisure activities. The main advantage of a high-quality service is to attract visitors and increase the level of satisfaction with their services. Guests will recommend the hotel to their friends and colleagues, as well as return themselves, which will contribute to the sustainable development of the business. In addition, a well-organized service can attract new customers and increase the profit of the hotel. One of the important aspects of the organization of service in the hotel is the selection and training of staff. Competent and friendly employees are the key to success in the good reputation of the hotel. Exemplary service will be operators, administrators, cooks and waiters, as well as porters and maids. They must be polite and professional in dealing with visitors, always ready to help and solve any problems that may arise.

In addition to staff, an important element of service is the quality of service. Guests want to be greeted upon entering the hotel, that the room is cleaned and tidied up on time, that drinks and meals are ready at the time of order, and available at any time of the day. Another important aspect is to create a cozy and pleasant atmosphere that will make guests feel at home.

Service in hotels is not only its constituent elements, but also the need to focus on the latest trends in customer service. Knowing the guests, studying their requirements and desires, as well as their feedback, can significantly affect the service. New technologies and various innovations in the hotel service are also of great importance in achieving a high level of customer satisfaction. The introduction of new services, such as free Wi-Fi or gourmet restaurants, can lead to an increase in hotel attendance and customer satisfaction.

Thus, service in hotels is a necessary element of a successful business, which must meet the needs and requirements of visitors. It manifests itself in quality service, organizing comfort in the rooms and creating a pleasant atmosphere for customers. Good service is a guarantee of success for the hotel business and satisfied guests who will return again and again.

Literature review

Hotel services are a set of services provided by the hotel to meet the needs and desires of guests. A literature review on this topic may include studies and articles that examine various aspects of hotel service, including service quality, amenities, catering and entertainment.

One of the most famous books on this subject is "The Hotel Business" by John R. Walker. In this book, the author considers all aspects of the hotel business, and shares his expert opinion with readers. This book is an overview of important aspects of the hospitality business, including sales, marketing, human resources, and customer satisfaction.

Another important book on the hospitality industry is The Theory of Hospitality and Catering by David Foskett. This book is focused on the process of cooking; the author covers the entire cycle, from the purchase of ingredients to the serving of dishes on the table. The book includes real examples from the practice of the hospitality industry, which will help students or people working in the hospitality industry to better understand the processes involved in preparing and serving meals.

Of great interest to readers is the book "Creating Powerful Brands in Consumer Service and Healthcare" by Leslie Butterfield. This book is an overview of brand building and brand management in the hospitality industry. The author considers how brand building can help the hotel business sell its services, attract new guests and maintain the loyalty of regular customers.

Also important literature is "Hospitality Marketing Management" by Robert D. Reid and David C. Bojanic. This book is about marketing strategies in the hospitality industry, from studying the hospitality industry to digital marketing strategy.

In conclusion, we can state that the literature review on the topic of hotel services provides a wide range of research and publications on various aspects of the hotel business. This provides a comprehensive portrait of what role hospitality services play

in today's world and what factors are important for their successful organization and delivery.

Discussion

An article on this topic is relevant and important in the modern world of hospitality and tourism. In it, the authors presented a comprehensive overview of the main aspects of hotel services, including the quality of service, amenities, catering and entertainment. One of the main issues addressed in the article is the quality of service in the hotel. As it is rightly noted, the quality of service is the main factor influencing the level of guest satisfaction. Hotel staff should be professional and courteous, always ready to help guests solve any problems and unforeseen situations.

It should be noted that the service in the hotel is not only providing a comfortable stay, but also creating positive emotions for guests. In addition, a well-organized service can attract new customers and increase hotel profits.

An important aspect that is touched upon in the article is catering on the territory of the hotel. The organization of breakfasts, lunches and dinners at the hotel is one of the important points in meeting the needs of guests. The authors note the need to take into account the needs of guests in different nutrition, including food regimens and diets.

The article also mentions the need to create a cozy and pleasant atmosphere for guests. Various entertainment and leisure activities, such as a swimming pool, sauna, cinema halls, etc., help create positive emotions and impressions for visitors,

Finally, the article touches on the important question of how to keep up to date with the latest trends in guest experience and leverage cutting-edge technologies like free Wi-Fi to attract new customers and increase existing customer satisfaction.

In general, the article provides a detailed overview of the main aspects of hotel services and allows us to better understand how to properly organize the work of the hotel and satisfy the desires and needs of guests.

Conclusion

In conclusion, the article on the topic hospitality services is a valuable overview that helps to understand the main aspects of the hotel industry. It emphasizes the importance of high quality service, which is aimed at meeting the needs and desires of guests. The authors emphasize that a well-organized service can help attract new customers and increase hotel profits.

In addition, the article provides important aspects of ensuring a comfortable stay, creating a pleasant atmosphere, catering and leisure activities. The article also considers the issue of focusing on new trends in guest service and the use of advanced technologies.

In general, the article emphasizes that in order to be successful in the hotel industry, it is necessary to provide a high level of service and take into account the

needs of guests, as well as focus on new trends and use advanced technologies. These factors are important for customer satisfaction, attracting new visitors and increasing hotel profits. Effective work in the hotel industry requires discipline, professionalism and attention to detail. However, successful work will pay off in the form of satisfied and loyal customers, attracting new visitors and increasing the profits of the hotel as a whole.

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