



Versatility in Hospitality Industry around the Globe

A Case Study on Trends and Skills of Greece

Shivika Gahlowt¹, Amogh Prabhu², Nandini Roy³, Ashish Nevgi⁴

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India¹

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India^{2,3}

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India⁴

Abstract: *The hospitality industry is competitive, and businesses need to keep up with the latest hospitality trends to avoid being left behind. Additionally, keeping pace with the industry as a whole is a great way to ensure businesses delivers the kind of customer experience people want and expect. However, the needs and priorities of customers have also changed due to COVID. The most successful hospitality companies are constantly evolving, but if that needs to be achieved this, one needs to continuously keep up with the very latest hospitality trends. This includes everything from marketing efforts and hospitality processes, to embracing the latest technology and responding to global events. With marketing, keeping up with the latest trends will give us the best possible chance of reaching our target audience and conveying what we want to convey. Embracing new technology, meanwhile, can help to make a business more efficient, while in other cases it can assist in improving the overall customer experience.*

Keywords: Hellinikon, Conrad and Waldorf Astoria.



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