Destination City Proposal- Part 1

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HUM/370

Jun 12, 2017

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Destination City Proposal

Thesis Statement: an analysis of the city of Las Vegas in details, in terms of business opportunities in the hospitality sector, proved fruitful due to the city’s numerous activities that take place twenty-four hours a day. The city is a very good destination for any businessperson that is planning to expand his/her operations. The details are discussed in the proposal.

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2. Existing hospitality industry in Las Vegas
3. Suitable hotels to develop, key departments and functions befitting local market
4. Hospitality management
5. Characteristics of leadership to consider when staffing
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**Introduction**

Las Vegas is one of the most vibrant cities in the United States of America. The city attracts very many tourists from all over the world yearly because of its vibrancy, unique facilities, and other significant attractions. Being that Las Vegas is one of the most visited cities in the world, it is very necessary for the level of hospitality and the number of facilities that offer excellent hospitality services to be very high. Research that I conducted on the city’s layout and using demographics revealed that Las Vegas is indeed a city worth investing on by hospitality investors.

**Existing Hospitality Industry in Las Vegas**

Currently, there are a lot of businesses in the hospitality industry that is present in the city. There are several hotels some of which are known worldwide such as Stratosphere Hotel, the Mandalay Bay, The Mirage Hotel and Bellagio Las Vegas. These are some of the fancy hotels that host the tourists who travel from all corners of the world so as to tour the city in the desert. Apart from the luxurious hotels, there are also modern resorts in the city such as Flamingo, Mirage, MGM Grand and Paris Las Vegas. These resorts are very much exciting and entertaining (Gray & DeFilippis, 2015). They have quite elaborate displays such as fountains that have been synchronized to music, Venetian Grand Canal and replicas of the Egyptian pyramids. In short, the city is one of the few resort destinations in the world. Furthermore, there are nice restaurants, amazing bars and other attractions with state-of-the- art facilities.

**Suitable Hotels to Develop, Key Departments and Functions Befitting Local Market**

The kinds of hotels to develop in the city of Las Vegas should have world class facilities that are offering extremely wonderful dining to the customers. These hotels should also be nicely decorated both in the interior and exterior so as to present a good appeal to the customers. Resorts are also some of the best business investments that can work in Las Vegas. One fine thing about resorts is that they have quite many recreational activities and hence are frequented by so many people. It is critical to note that resorts and hotels that I would suggest are the ones that include lodging facilities, food, drinks, entertainment and shopping centers.

Some of the key departments that would be suitable for hotels in the local market include recreation, environment management to care for the surrounding, customer care to tend to customer queries, technological department to help in managing online bookings and human resource to hire the best employees. Aside from that, there are also some functions that are better if incorporated. Such functions include online reservations, the point of sale services, efficient housekeeping, online booking of hotels and customer relations.

**Hospitality Management**

Hospitality Management is a program that deals with accommodation of clients in the best way possible. It is simple hotel management and hotel administration. For hospitality management to be successful, the attendants at a hotel or resort should possess the necessary skills food and beverages, service techniques, financial accounting, economics and also written communication (Boella, 2017). Hospitality management is not only necessary in hotels and resorts but also in restaurants, cruise ships, amusement parks and in bars. It controls or governs the crucial relationship between a guest and a host.

Some of the main features of leadership that should be considered when recruiting new staff include honesty, powerful communication skills, strong commitment, confidence, positive attitude and high levels of creativity. Any employee that possesses such traits is likely to be a good staff member who can not only contribute positively to the development of the organization but also be committed to it at all times.

**Conclusion**

If there is an investment in the hospitality industry that is worth making then Las Vegas is the place to carry it out on. The place is so vibrant and full of people who need nice accommodation. There is no doubt that a wise investment that is well thought through and researched would highly succeed in Las Vegas.

References

Boella, M. J. (2017). *Human resource management in the hotel and catering industry*. Taylor & Francis.

Gray, M., & DeFilippis, J. (2015). Learning from Las Vegas: Unions and post-industrial urbanisation. *Urban Studies*, *52*(9), 1683-1701.