

ABSTRACT

The tourism and hospitality industry are a dynamic sector that significantly contributes to economic growth, job creation, and cultural exchange. With globalization and increasing competition, tourist expectations have risen, making service quality a crucial factor for success especially for luxury resorts.

This study focuses on Adare Manor, a leading resort in Europe renowned for its luxurious offerings and personalized guest experiences. It examines key elements such as innovative technology and guest feedback to identify the factors that drive exceptional service quality at Adare Manor.

The research also considers how the resort balances its traditional identity with modern demands. The findings aim to provide insights that other resorts can apply to enhance service quality and offer practical recommendations.

Ultimately, this study highlights service quality as a foundation for maintaining competitiveness and achieving long-term success in the global hospitality market.

Keywords: Resort, Service, Quality