

HOSPITALITY & GUEST SERVICES (BMIH4003)

Student Name: Diana Valerica Paul

Student number: 2221008

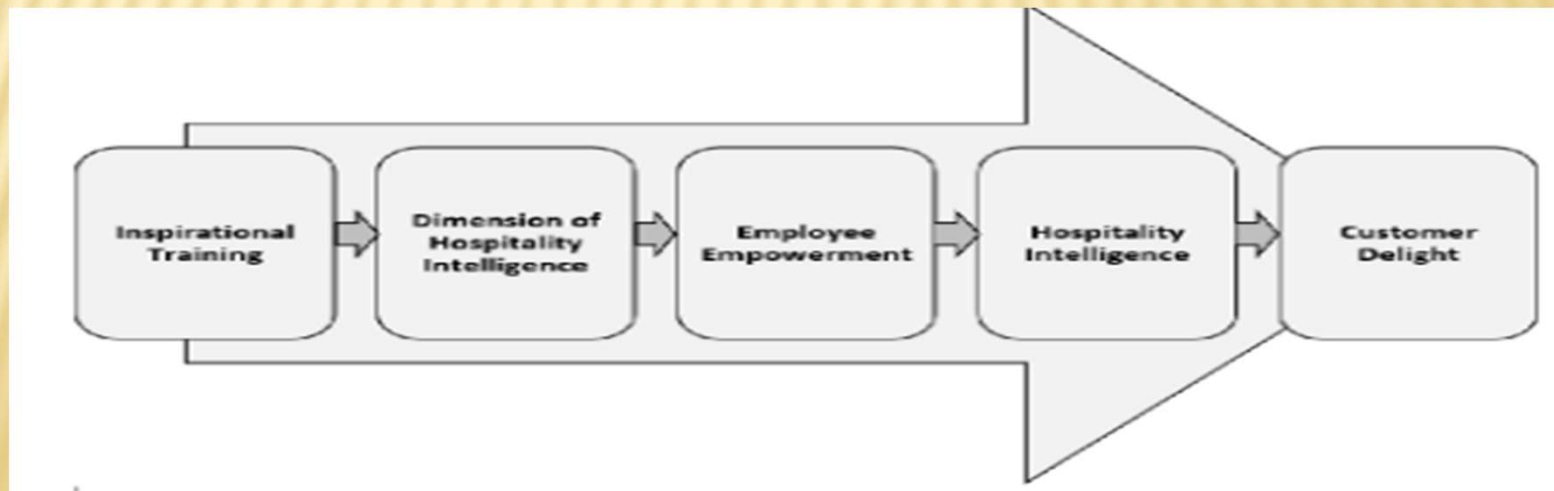
Lecturer's name: Luciana Suardi

TABLE OF CONTENT

- ✗ Introduction
- ✗ Overview of Moxy hotel
- ✗ Target customers and guest
- ✗ Guest services, facility, nature and scope of Moxy Hotels
- ✗ Role and function of guest services
- ✗ Importance of hospitality
- ✗ Conclusion
- ✗ References

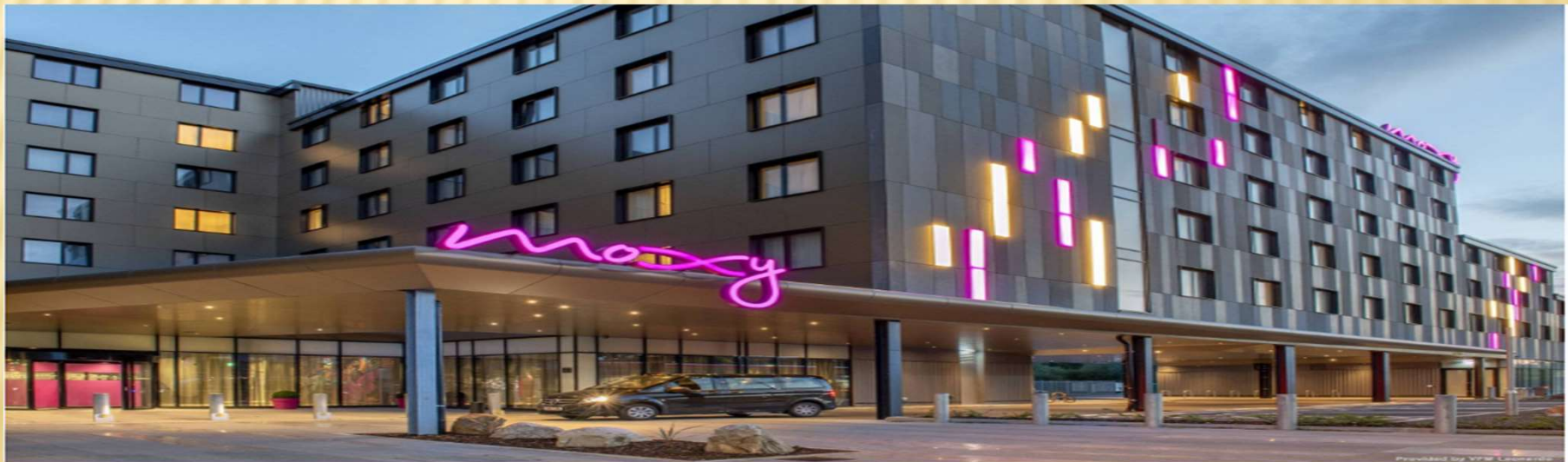
INTRODUCTION

- ✖ Hospitality is the types of services Company or brand provide to their guest or customers in the conduct of hotel, resort, and restaurant and inn business.
- ✖ The aim of every hotel is to provide a best services and hospitality to their customers.
- ✖ Report also provides the detailed information about the nature, facilities and customers of the Moxy.
- ✖ It also has the importance of the hospitality.



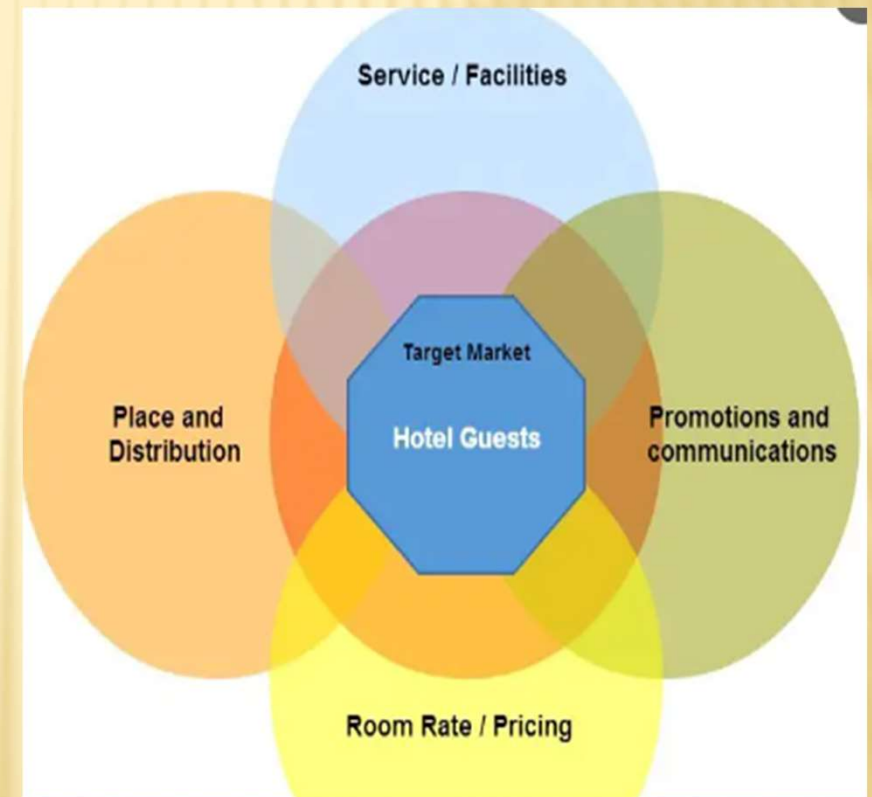
OVERVIEW OF MOXY HOTELS

- ✖ In the Marriott international, Moxy is one their luxury and newest brand.
- ✖ The very first Moxy Hotel was started in Milan in year 2014.
- ✖ It is opened in partnership with Swedish very famous furniture brand IKEA. After that Moxy hotels are become highly successful.
- ✖ Presently Moxy has a total of about 70 branches opened in all over the world on three continents (Nicholas, 2022).



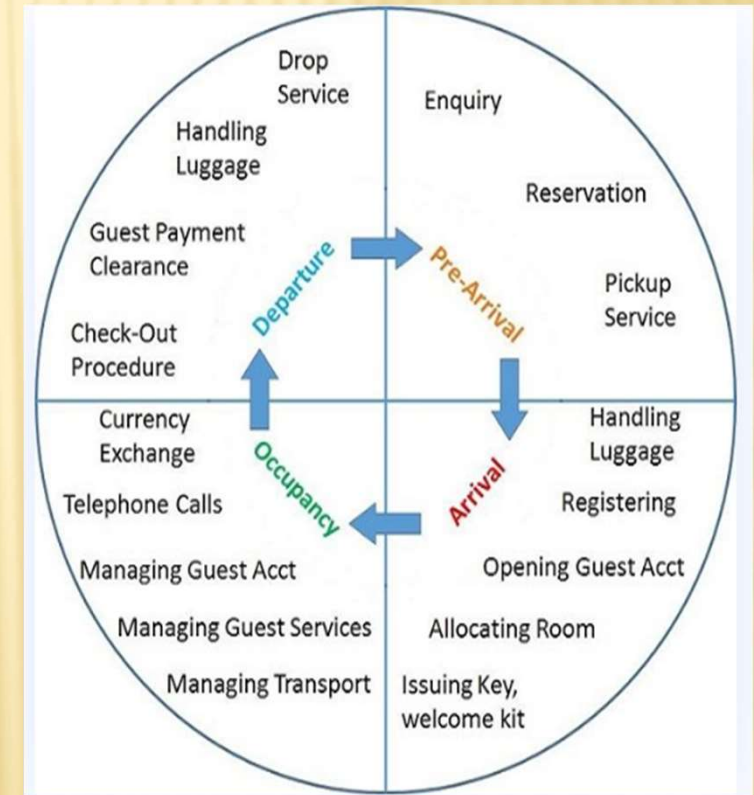
TARGET CUSTOMERS AND GUEST

- ✗ The main guest or customers of the MOxy hotel brand is young travel friendly people.
- ✗ The digital travellers who like to perform adventures and are eager to meet new people are likely to visit Moxy.
- ✗ As it has common spaces for the peoples who like to socialize with each other.
- ✗ The cheif target customers of the Moxy are the millennial travellers, who are modern, young, fun-loving and experimental personality peoples.



GUEST SERVICES, FACILITIES, NATURE AND SCOPE OF MOXY HOTELS

- ✗ Moxy is the playful, stylish and a luxury brand of Marriott hotels.
- ✗ The nature of the Moxy brand is friendly, easygoing, adventures and fun-full.
- ✗ They offer so many unique facilities to their customers.
- ✗ They provides the best umbrella services to their guest like pool party and some other fun, enjoyable, playful and relaxing facilities to their customers.
- ✗ Some other facilities like room service, spa, walk-in shower, open wall closet, high thread count bedding, etc.



ROLE AND FUNCTION OF THE GUEST SERVICES

- ✖ It is crucial for every hospitality industry to provide the best service and facility that every guest expects (Weinstein, 2022).
- ✖ Guest also recommended the hotel to their relatives and friends if they enjoy and like the services.
- ✖ The satisfied and excellent guest service results in increase the revenue of the hotel business.
- ✖ It also promoted the brand name. The good guest service results in increase the profit level of the hotel

How to Improve Customer Service in Hotel Industry?



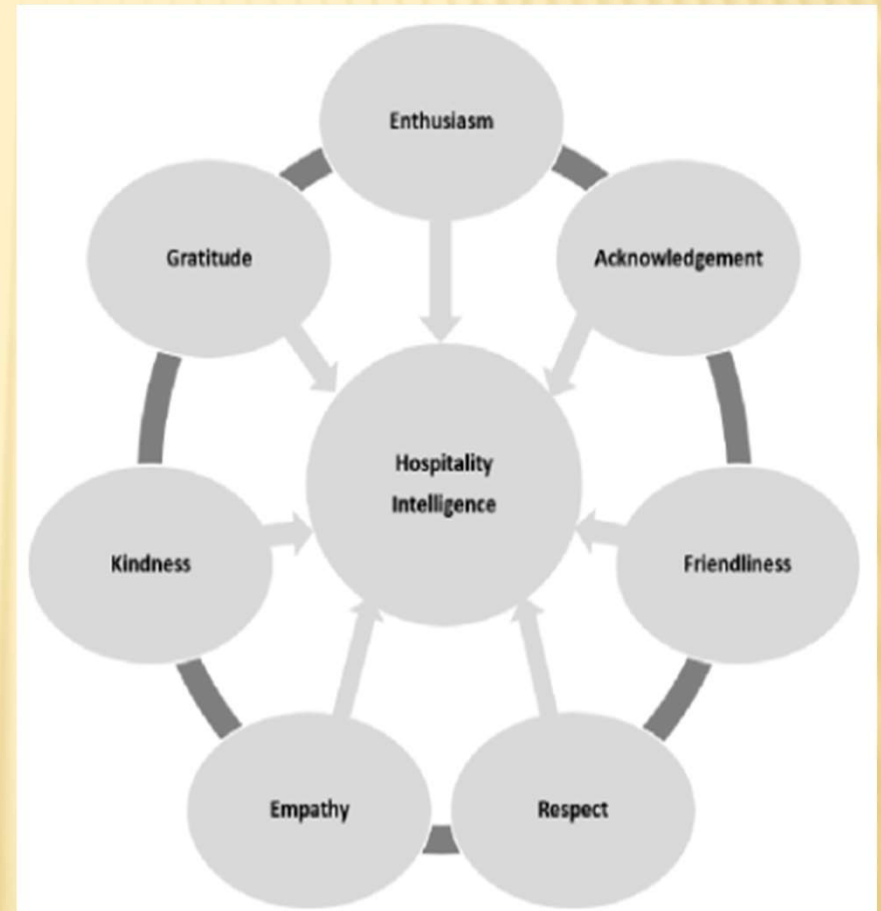
IMPORTANCE OF HOSPITALITY

- ✘ The importance of the hospitality results in the excellence growth of the business.
- ✘ Hospitality fulfils the basic needs of customers like accommodation, entertainment, food, fun, etc.
- ✘ It is important to give the best services to the guest because they are paying for that.
- ✘ As the hospitality industry is fully dependent on their customers and guest so it is important to fulfil the every demand of the customers.



CONCLUSION

- ✖ The presentation clearly explains about the services of the Hotel brand Moxy.
- ✖ From the repost it is clear that Moxy provides the best umbrella services which help in enjoy and have more fun in their hotel.
- ✖ This also tells about the service, facilities, nature and scope of the Moxy.



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