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Hospitality & Guest Services

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# **THE ROLE AND IMPORTANCE OF QUALITY SERVICE, HOSPITALITY, AND GUEST SERVICES WITHIN THE HOTEL INDUSTRY**

# INTRODUCTION

- The study mainly involved focusing on the significance of the approaches to maintaining the standard quality while offering services to the customers.
- The key roles played by the maintenance approach of different types of standards in the quality of services are also highlighted in this study.



# Overview of marriott international hotel brand

- The headquarter of the company is situated in Bethesda, Maryland.
- J. Willard Marriott and his wife Alice Marriott the funder of the Marriott international hotel brand (Marriott.com 2023).



# Targeting customers of the marriott international hotel brand

| Target Market of Marriott International |                                                      |
|-----------------------------------------|------------------------------------------------------|
| Brand                                   | Target Group                                         |
| Marriott Courtyard                      | Over-the-road travellers                             |
| Ritz-Carlton Hotels                     | Luxury travellers                                    |
| Marriott Conference Centers             | Corporates that conduct meetings                     |
| Marriott ExecuStay                      | Targeted at people needing month-long accommodations |
| Marriott Vacation Clubs                 | Travellers seeking to shop for timeshares            |

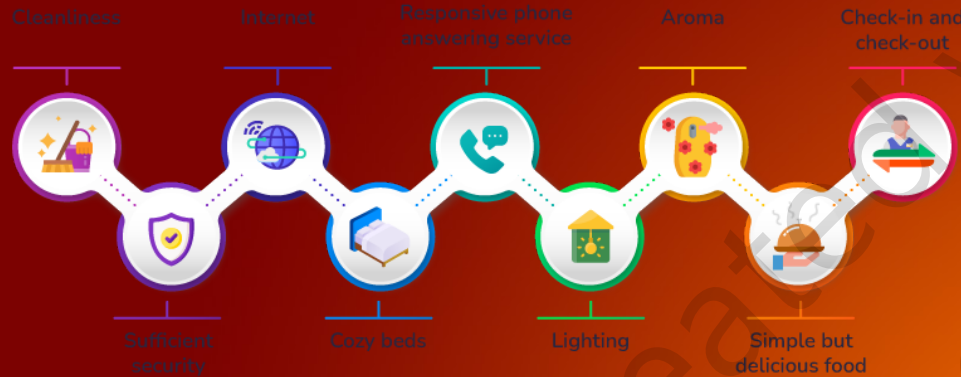
- The advertising campaign is one of the most popular marketing strategies taken by the company for attracting customers from all over the world (Khalifa *et al.* 2022)
- The company Marriott international hotel brand is involved in providing different types of services to all customers across the globe (Iide.co 2023)

# Nature and scope of marriott international hotel brand

- Marriott is a popular hotel brand in the hospitality industry all over the world. Mainly hospitality services are provided by the company
- The main scope of the hotel is associated with the vision of the hotel (Kang *et al.* 2020)



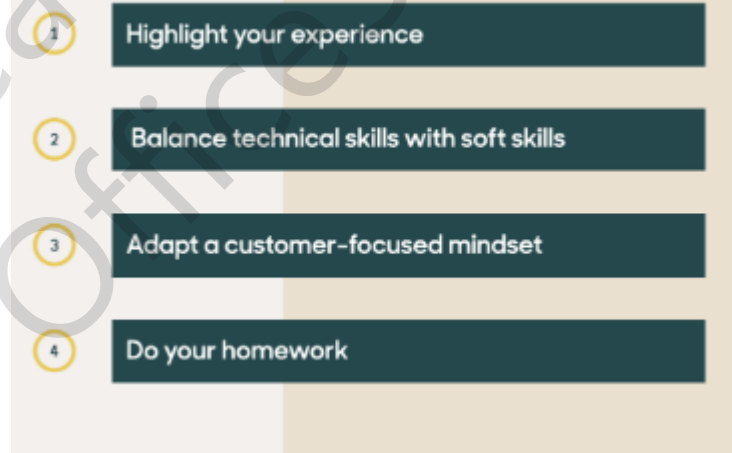
# Role of the guest services and Facilities



- Ritz-Carlton is a kind of service provided by the Marriott hotel to all the customers by which they can be able to experience the touch of loyalty in every kind of service
- St. Regis is another hotel of the Marriott hotel brand and it is considered as one of a pure blend of nature and advanced technology at the same time

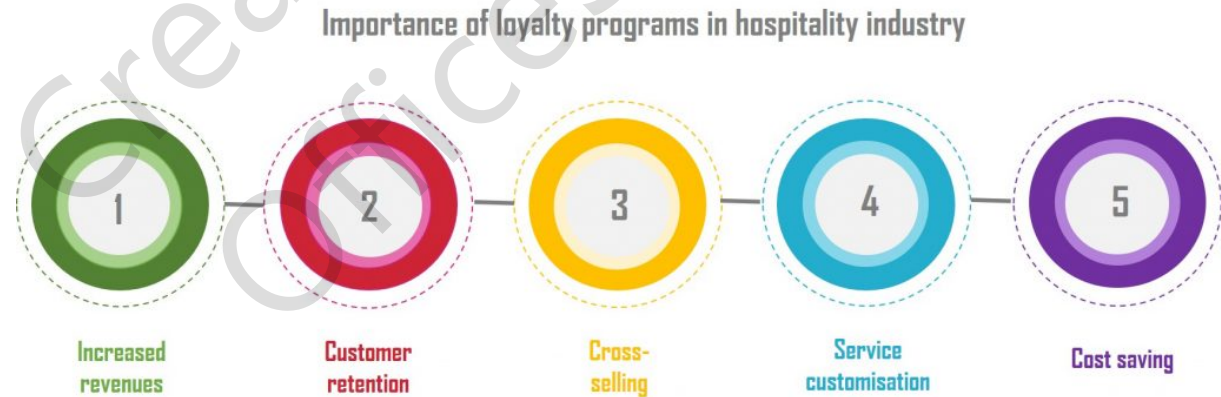
# Requirement of role and function of guest services in general

- The main requirement of establishing proper functioning for the guest services approach is to greet the guests and give a warm welcome to all the guests whenever they entered the hotel premises (Rhou and Singal, 2020)
- Moreover administration action of monitoring and keeping a track record of the check-in and check-out times of each of guests who visited the hotel (Satti *et al.* 2020)



# The importance of hospitality

- The hospitality industry is involved in providing different types of services to the clients such as accommodation-related services, transportation-related services (Ntounis *et al.* 2022)
- By offering different hospitality services the hotel authority can be able to show a gesture of respect to all the clients who visit and book rooms in the hotels of Marriott (Myo *et al.* 2019)



# Steps the hotel took for meeting the guest's expectations

- The hotel authority launched a system of mobile checking by this service the clients do not need to wait for too long in order to complete the check-in procedure of the hotels (Davahli *et al.* 2020)
- Along with this they also provide digital key services which help the guests by lowering the occurrence of key missing incidents (Bhat and Sharma, 2022)



**Knowing your guests is foundational** to the other elements and a requirement to delivering upon the next generation of customer experience.

\* Satisfaction scores refer to how satisfied guests report themselves to be (based on a scale of 100).

# Conclusion

- The Marriott hotel has been selected as this is considered one of the popular hotel brands not only in America but on a large-scale international platform all over the world
- This study contains a brief overview of the selected hotel brand along with the nature and scope of the concerned hotel brand are also incorporated



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