

A background image showing a hotel receptionist, a man with a beard wearing a white shirt, a dark vest, and a dark apron, standing behind a wooden reception desk. He is looking towards a female guest on the right. The guest has long dark hair and is wearing a light blue patterned button-down shirt. She is holding a pen and looking down at a clipboard or document on the desk. The background features a wall with vertical wooden slats and three small pendant lights hanging from the ceiling. A small potted plant is visible behind the guest.

The Role and Importance of Hospitality and Guest Services within the Hotel Industry

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JW MARRIOTT®
HOTELS & RESORTS

JW Marriot

- Marriott International starts in 1927 as a Root Beer franchise and it was founded by J. Willard Marriott and Alice Sheets Marriott
- The company expands into the lodging business in 1957.
- In 1981 J.W. Marriott celebrates the opening of the 100th hotel.
- Courtyard by Marriott is inaugurated in 1983.
- In 1998 Marriott International buys Ritz-Carlton.
- By today, Marriott International is the largest hotel chain.



JW MARRIOTT®
HOTELS & RESORTS

JW Marriott main customers

- Prestige travellers
- Families.
- Business leaders
- Wedding and events planners
- Global travellers
- Famous and wealthy people



JW MARRIOTT®
HOTELS & RESORTS

The nature of guest services at JW Marriott



JW MARRIOTT®
HOTELS & RESORTS

- Customized service
- Dedicated and attentive staff
- Availability 24/7
- Bilingual staff

The Scope of Guest Service at JW Marriott



JW MARRIOTT.
HOTELS & RESORTS

- Concierge service
- Room service
- Marriott Bonvoy
- Valet parking
- Business services
- Transport assistance
- Security

The facilities at JW Marriott



JW MARRIOTT®
HOTELS & RESORTS

- Luxury stay
- Fine dining and entertainment
- Wellness and leisure
- Meeting and Event spaces
- Shopping and retail
- Recreational and cultural social activities.

The Role of Guest Services



JW MARRIOTT®
HOTELS & RESORTS

- Guest satisfaction.
- Support for the guest
- Communication centre
- Customized service
- Meet and exceed expectations



JW MARRIOTT.
HOTELS & RESORTS

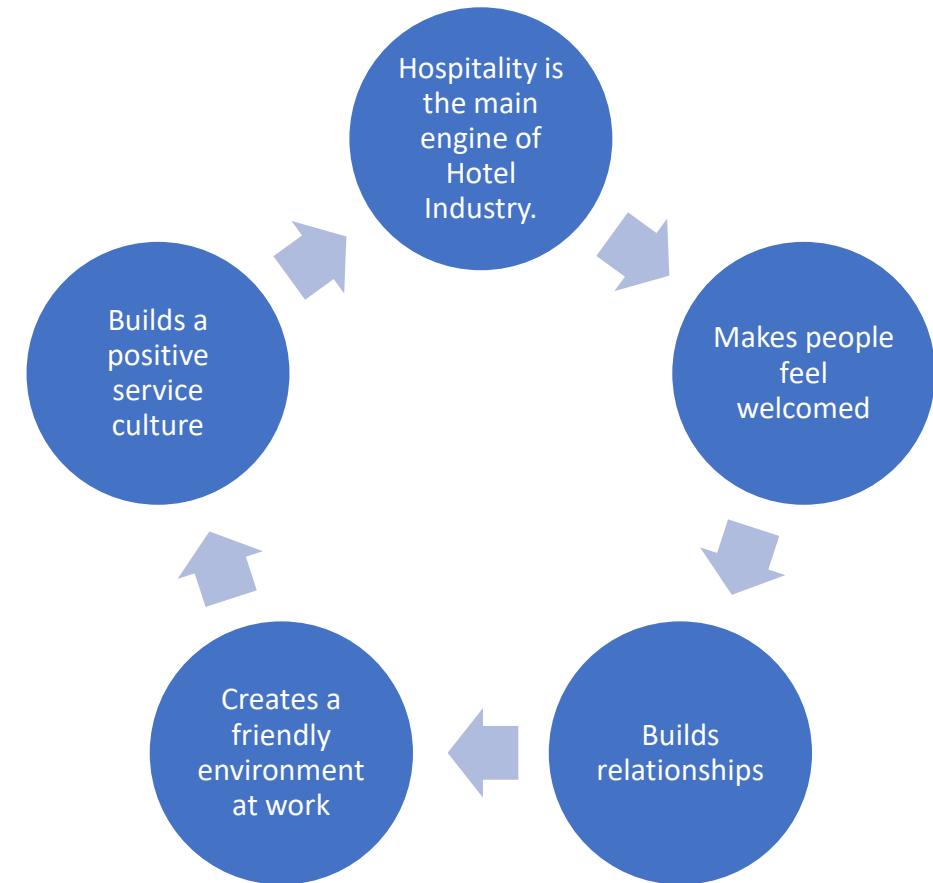
The Function of Guest Services

- Increase guest satisfaction
- Creates connections with guests
- Collect feedback
- Improvement management
- Resolving problems

Importance of Hospitality



JW MARRIOTT.[®]
HOTELS & RESORTS



How to meet and exceed guest expectations



JW MARRIOTT®
HOTELS & RESORTS



OFFER TRANSPARENT
STANDARD FOR YOUR
GUESTS



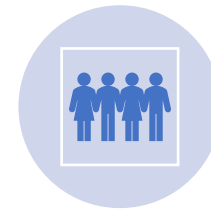
OFFER GOOD VALUE



CONTINUOUS STAFF
TRAINING



CONSTANT
IMPROVEMENT



FRIENDLY AND
PROACTIVE STAFF



SERVICE RECOVERY

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