

A low-angle photograph of a Marriott International building. The building features a large glass facade reflecting the sky and palm trees. The Marriott logo, in red 3D letters, is visible on the right side of the building. A semi-transparent white box is overlaid on the left side of the image, containing the title text. Palm trees are visible on the left side of the frame.

Assignment 1: Presentation Marriott International

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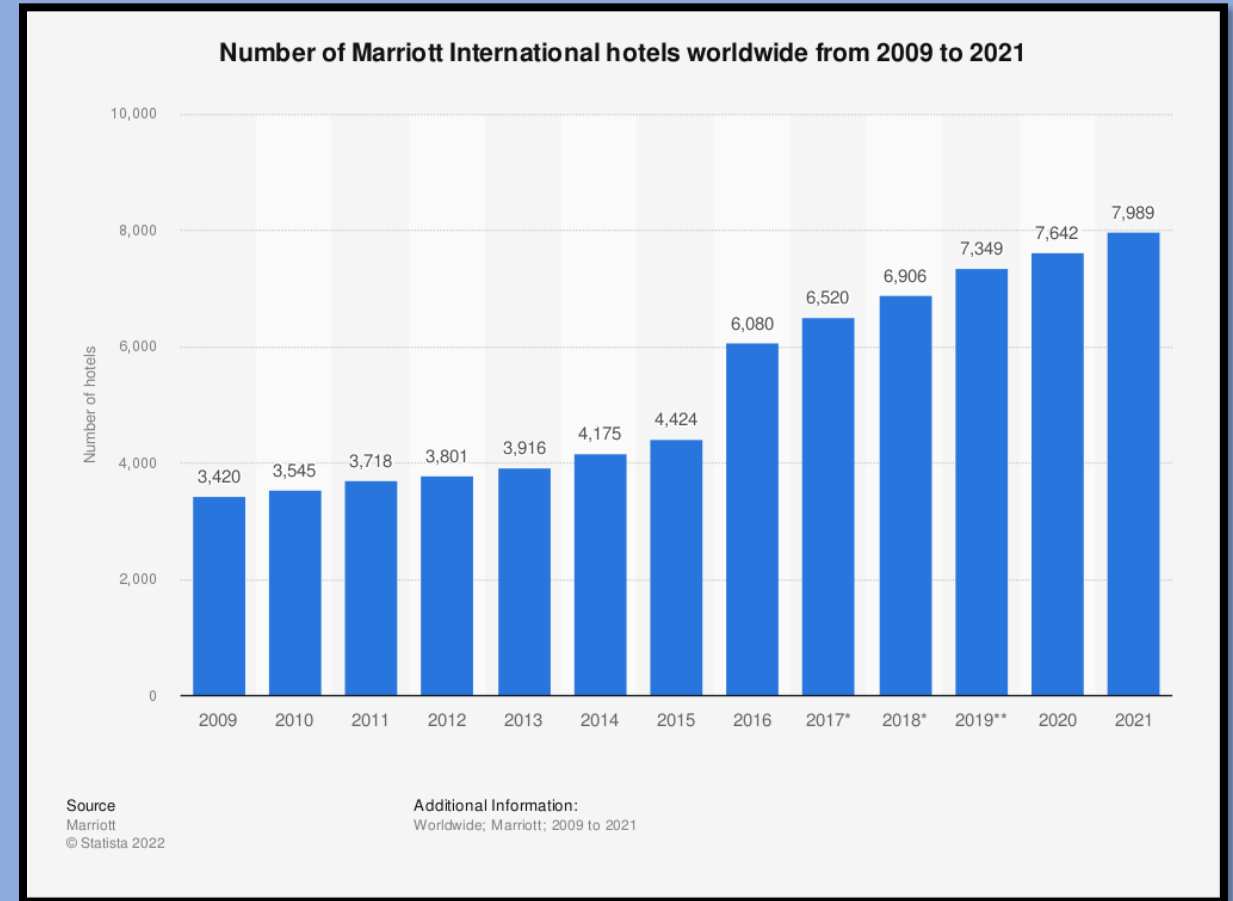
Introduction

- **Role and importance of guest service**
- **People who stay**
- **Scope of the brand's guest service**



Overview of the Luxury Collection

- Luxury brand of Marriott International (Nyangwe and Buhalis, 2018)
- Labeled as a “soft brand.” (Buehring and O’Mahony, 2019)
- 13th January 1992, the brand started



Source: <https://www.statista.com/statistics/247285/number-of-marriott-international-hotels-worldwide/>

Main consumers



- Focuses on a specific crowd
- Created different target groups (Peng and Chen, 2019)
- Self-defined travelers and happy to pay more

Nature of guest service facilities

- Discover brand new destinations
- Each property is unique (Özdemir, Çolak, and Shmilli, 2019)
- Distinct individual experiences

The 7 Ps of Services Marketing



Role of guest service facilities

- Evoke long-lasting and cheerful memories
- Guide their customers
- Feel the pleasure of the luxury (Vo, *et al.* 2022)



Role of guest services

GUEST CYCLE

4 Stages and Diagram

1. Pre-Arrival

Reservation,
Reconfirmation,
Pickup request,
Pre Arrival Letter

3. Occupancy

Safe Deposit, Telephone
Calls, Concierge, Travel
Desk, Currency Exchange,
Mails

2. Arrival

Doormen, Bell Desk, Travel
Desk, Registration, Room
Assignment, Issuing of Key,
Baggage Handling,
Welcome Letter

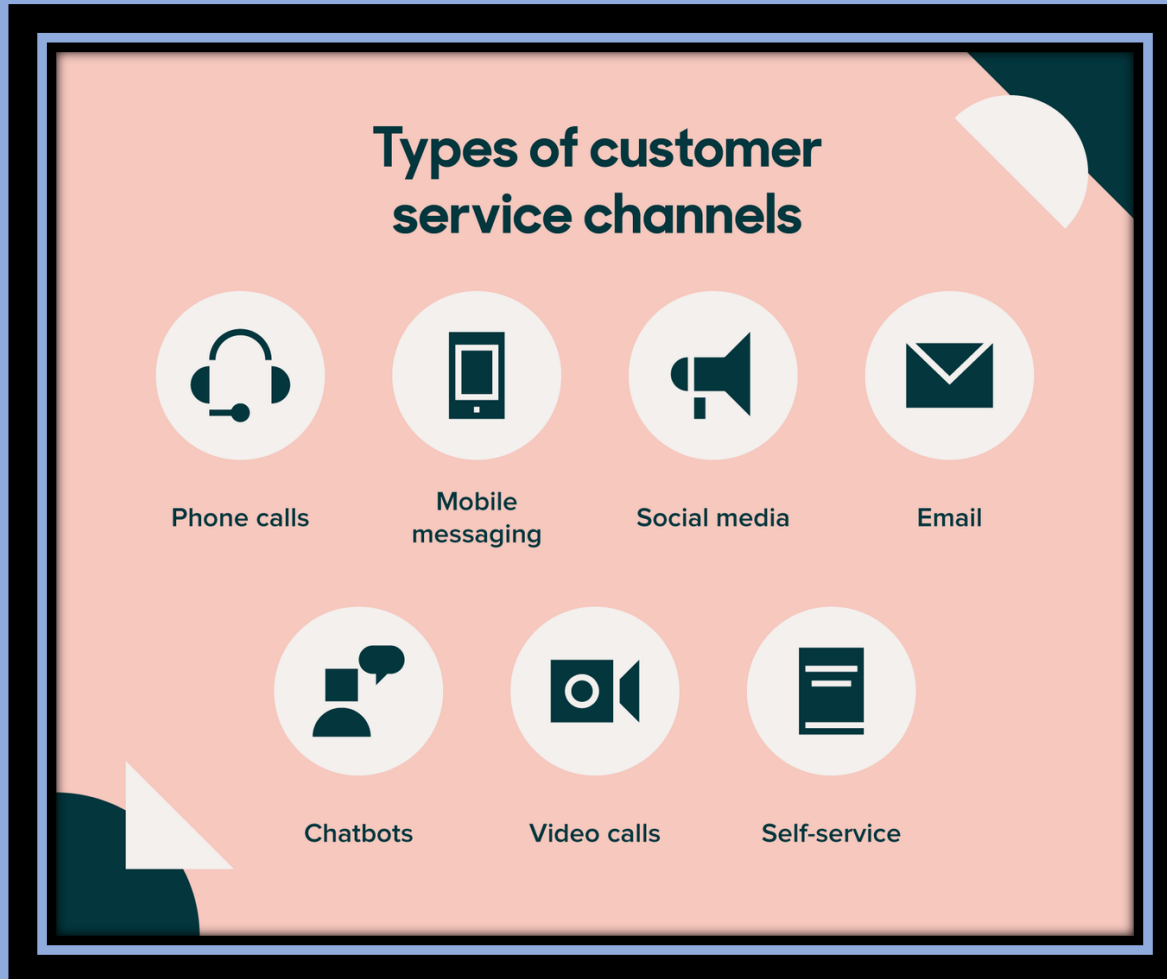
4. Departure

Bill Settlement, Key
Return, Bell Desk, Travel
Desk, Concierge, Check-
out, Thank-you Letter

www.setupmyhotel.com

- Focuses on assisting guests
- Services are friendly (Bichler, Pikkemaat, and Peters, 2020)
- Create better customer service facilities (Lee and Lee, 2020)

Functions of guest services



- An important element of the hospitality sector
- Administering the check-in and check-out processes (Bardi, 2021)
- Guest confidentiality needs to be maintained

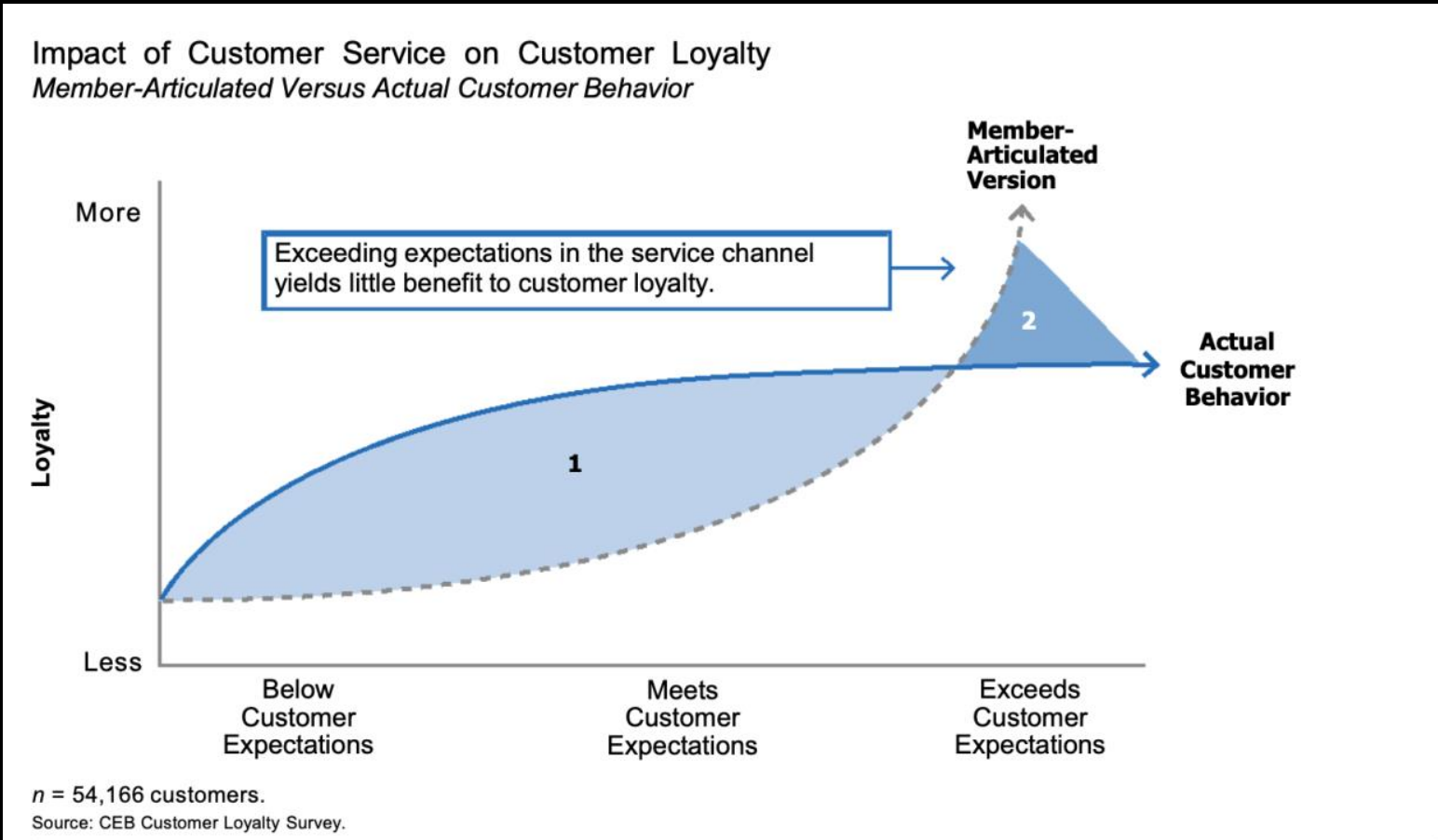
Importance of hospitality

- Build strong and positive relationships
- Easy way to portray love (Zsarnoczky, 2018)
- Helps people to stay happy



Meeting/Exceeding guest expectations

- Vital factors of every hotel
- Build a promising and trustful relationship (McLean and Barhorst, 2022)
- Focuses on the expectations and needs of the customers



Conclusion

- Tricky and complicated
- The strong guest service facility
- Deal with the sudden requirements



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Thanks!