

Introduction to Hospitality and Guest Services

Individual Presentation

*The Role & Importance of Hospitality & Guest Services within
the Hotel Industry*

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JW MARRIOTT

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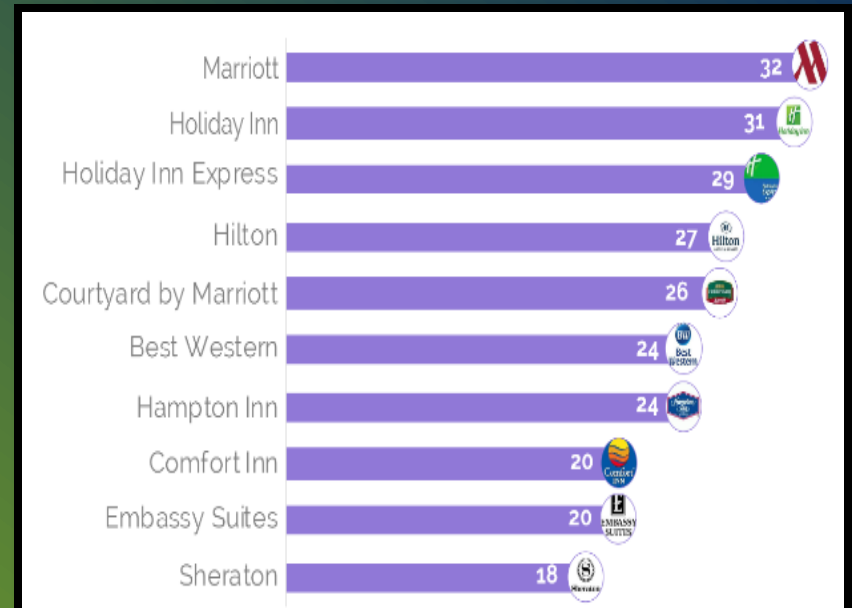
Introduction

- In this presentation, the role and importance of quality service, hospitality and guest services practice by hospitality companies would be done
- Hence, famous international hotel company such as Marriott International has been taken by focusing on its famous brand such as JW Marriott



Brief introduction to the chosen hotel brand

- JW Marriott hotels mainly provide mindful and comprehensive experiences to the guests through their excellent services (JW Marriott, 2023)
- In this way, the psychological and physical well-being of the guests could be possible, which has improved their brand engagement
- The customer rating of the brand is the highest among its key competitors in the target market (Marzilli, 2019)



Main consumers of hotel brand

- Key consumers of JW Marriott are based on the psychographic segmentation among the population
- The hotel brand has targeted guests who are mostly sophisticated, individualistic, self-defined and willing to spend expenses for luxury services respectively (Hospitality On, 2022)



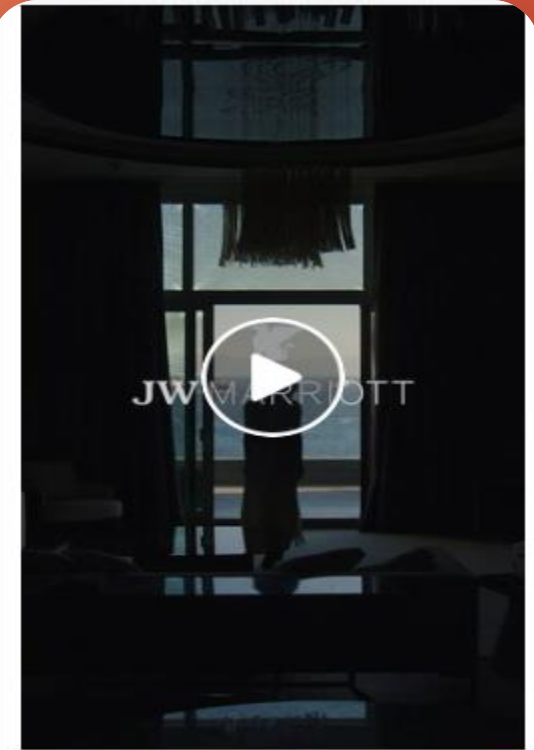
Nature and scope of the hotel brand

- The nature of service provided by JW Marriott in the global market is regarding their high quality and luxury accommodation (Marriott International Newscenter, 2023)
- Additionally, the hotel brand provides a haven to the guests by focusing on their mental and psychological well-being with the help of programs and offerings
- In this way, the brand become famous across 35 countries and territories respectively



Role of the guest services and facilities provided by the hotel brand

- The key business principle of JW Marriott is to provide nourishment in body and soul through holistic and comprehensive hospitality service
- Furthermore, the hotel uses technological advancements for the booking and reservation process and maintains safety regulations for the guest engagement



JW Marriott ✓
22 hours ago



The water's edge takes us to the most relaxing places at JW Marriott Hotel Istanbul Marmara Sea

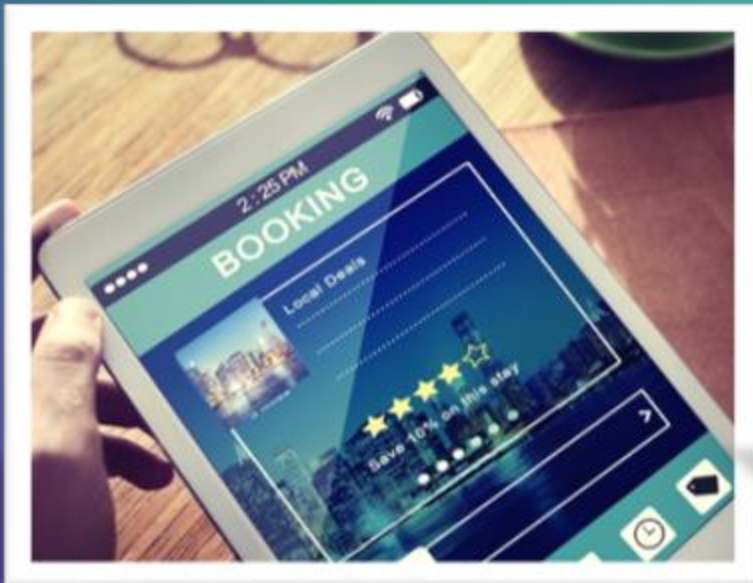
Role and function of guest services in hotel

- The functions of the hotel regarding guest service includes flexible and comfortable check-in and check-out operations
- Additionally, proper front desk services and proper care of rooms, accommodations and facilities management are considered primary functions of the hotel respectively



Importance of hospitality and the way hotels meet guest expectations

- High-quality hospitality service would help to increase customer's satisfaction and experiences, which ultimately helped to grow the business (Cottam, 2022)
- In this way, the hotel sector uses technological advancement such as Software for addressing the guest's requirements and thereby providing them with proper accommodation and services as per their requirement (Kolobkova, Romanov and Frolova, 2021)



CONCLUSION

- *The above presentation dealt with the famous brand JW Marriott from a multinational hotel chain, Marriot International*
- *The hotel brand provides holistic, luxurious and exclusive hospitality services and accommodations for their target customers*
- *In this way, a competitive position of the brand across the global market becomes possible*

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