

¹ **Hospitality and Guest Services**

BMIH4003

Presentation

**The role and importance of quality service, hospitality, and guest services
within the hotel industry**

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Module Title: Hospitality and Guest Service Management BMIH4003

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Introduction

The hotel business is one of the significant yet competitive grounds in the hospitality industry. This presentation will interpret one of the brands that consist within this sector. JW Marriott, a renowned hotel brand under the chain of Marriott International will be described here. Services provided by the hotel brand will be elaborate along with its prime consumers. The role of guest services will also be elaborated here followed by defining its functions. The importance of hospitality will be highlighted here. Ways will be outlined through which hotels can reach the level of consumer expectations.

Overview of the hotel brand

Marriott International is a large hotel chain with 31 different brands that provide a variety of lodging options and services (Marriott International, 2023). Their assortment accommodates all travel tastes and price ranges, assuring exceptional encounters for visitors from all over the world. The Marriott portfolio includes the iconic luxury hotel brand, JW Marriott. The JW Marriott provides a polished and elegant stay for discriminating travellers and is renowned for its excellent service and magnificent rooms (Marriott, 2023). With sites in sought-after places across the world, visitors can anticipate unrivalled facilities, great culinary options, and a dedication to fostering special experiences in a chic and sumptuous atmosphere.

Prime consumers of the hotel brand

The majority of JW Marriott's customers are wealthy tourists looking for opulent lodging and attentive treatment. These customers enjoy top-notch service, elegant experiences, and close attention to detail. They value luxurious features, top-notch eating alternatives, and an elegant setting. Whether travelling for work or pleasure, JW Marriott serves those who value exclusivity, comfort, and a superior hotel experience. These picky customers are frequently businesspeople, wealthy people, famous people, and vacationers who enjoy luxury (Péter, 2023). They place a premium on quality and look for accommodations that combine luxury, convenience, and top-notch facilities. Those who value better things in life are attracted to JW Marriott because of its reputation for quality.

Nature, scope and Role of the guest services

The brand offers a comprehensive range of guest services that are all geared towards giving visitors extraordinary stays. They must cater to the needs of visitors and guarantee their comfort over their stay. Taking care of check-ins and check-outs, helping with reservations, giving advice on the hotel and nearby attractions, arranging transport and attending to any issues or requests are all included in this. In addition to providing individualised service, understanding guest choices, and producing unforgettable experiences, guest services are essential (Garitty, 2023). They serve as a point of contact between visitors and other hotel divisions, facilitating smooth communication and providing excellent service in line with JW Marriott's stellar reputation.

Provided facilities to the guests

In order to satisfy the requirements and preferences of its visitors, JW Marriott provides a wide range of excellent amenities. These include lavish lodgings that are tastefully furnished and equipped with top-notch conveniences. At the many on-site restaurants serving a range of cuisines, visitors may enjoy opulent dining experiences. Modern workout facilities, spas, wellness centres, swimming pools, and leisure activities are frequently offered by the brand (Marriott, 2023). Meeting rooms, conference centres, and other business amenities are available to business travellers. In order to enhance the entire guest experience, JW Marriott furthermore frequently provides concierge services, parking valets, room service that is available around the clock, laundromat and cleaning goods or services, and free Wi-Fi.

Role and Functions of guest services

In the hotel sector, guest services are essential since they are in charge of delivering excellent client experiences and guaranteeing visitor pleasure (Chen et al., 2021). They operate as the visitors' main point of contact, aiding with questions, requests, and any issues. Businesses may improve customer loyalty, foster positive word-of-mouth, and encourage repeat business by comprehending the purpose and role of guest services. Companion services, hotel room service, 24-hour front-desk activities, and customised amenities are just a few examples of the many facets that make up guest services (Solomon, 2021). These tasks assist in establishing a warm and pleasant atmosphere, fulfilling visitor expectations, and eventually keeping a competitive advantage in the market.

Significance of hospitality

Considering it establishes the tone for satisfying experiences for guests, hospitality is of the utmost significance. It comprises the cosiness, friendliness, and individualised attention that visitors want when travelling (Wood, 2015). A warm atmosphere fosters feelings of happiness, comfort, and belonging. It is essential for making an impact, encouraging patron loyalty, and developing favourable word-of-mouth referrals. The hotel sector benefits from increased client satisfaction, recurring business, and a stronger reputation. It goes above and beyond basic services, with a focus on attentiveness, empathy, and foresight of customer requirements. Putting a lot of effort into hospitality improves the whole visitor experience, sets businesses apart from rivals, and leads to long-term achievement (Koc, 2019).

Ways hotels reach the expectations of guests

Hotels concentrate on a number of critical areas to meet and exceed visitor expectations. Personalised service is given first priority, with each guest's needs being anticipated and met. They make investments in hiring attentive, well-trained employees that deliver first-rate customer service. Additionally, hotels work hard to consistently provide high-quality services, cosy lodgings, and well-kept facilities. Hotels show their dedication to visitor satisfaction by immediately addressing issues raised by guests by paying careful attention to their input (Belcher, 2020). With the use of technology, they increase convenience with features like mobile check-in/check-out and customised preferences. Hotels also go further than usual by providing special experiences, kind gestures, and unexpected luxuries to create enduring memories that go above and beyond the expectations of their guests.

Conclusion

Quality service plays a significant role in the hospitality industry as positive customer experiences help to expand the business chain. The significance of providing better facilities to reach the expectations of guests has been determined in this presentation. Out of 31 brands of Marriott International, JW Marriott has been chosen to interpret this discussion. Wealthy tourists who wanted to experience luxury staying have been identified as the main consumer of this brand. A wide range of services has been interpreted here that the hotel brand implements to successfully run the business. The importance of hospitality has also been evaluated in this presentation.

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