



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

Hospitality and Guest Services BMIH4003

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JW Marriott

(by Marriott International)

- Marriott brand history
- Marriott today
- JW Marriott as a sub-brand

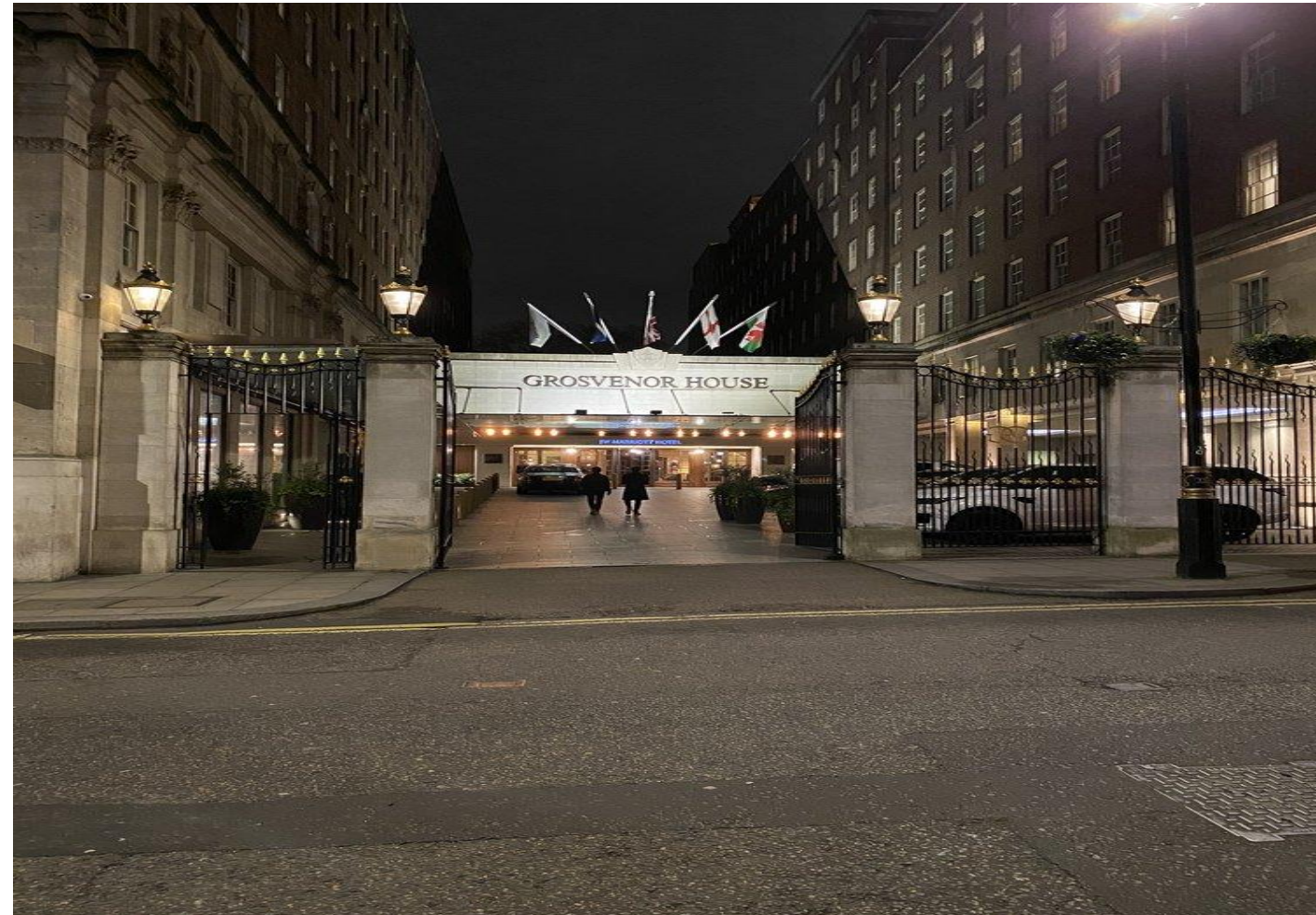
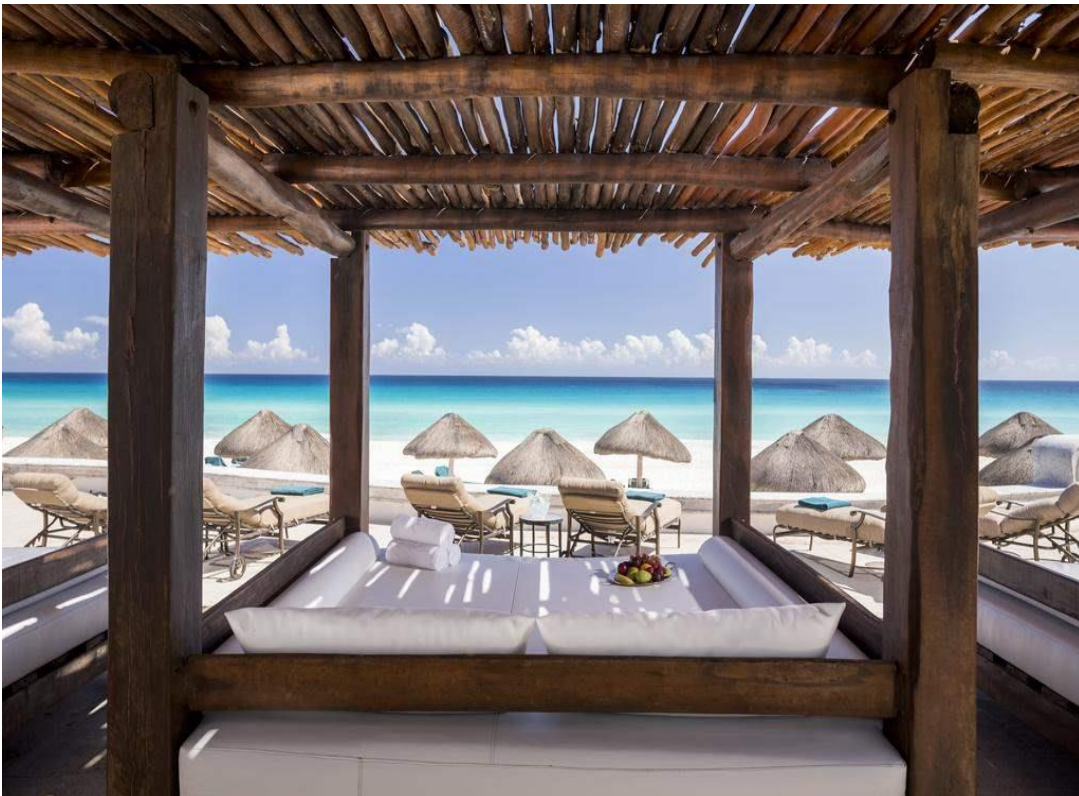


Photo :
www.marriott.com

- Inspired from J. Willard's approach towards life and nature.
- Over 100 locations around the globe
- Resorts, Spa's and hotels all over the globe



JW MARRIOTT®



J.W. Marriott's main consumers

- Business travellers
- Millennial travellers
- Luxury travellers
- Family travellers



Nature, scope and role of the guest services and facilities

- ✓ Travel Sustainable
- ✓ Facilities for disabled guests
- ✓ Room service
- ✓ Private parking
- ✓ 24-hour desk and many, many other services and facilities.

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THINGS THAT MAKE GOOD HOTEL SERVICE GREAT





The right ambience

Ensure, cleanliness, aroma, temperature, and the 5S methodology from the Japanese Kaizen methodology - tidiness, orderliness, cleanliness, standardization and discipline.



What's in a name?

Well, in the hospitality industry - a lot. Use guests' names, their children's names, pet names and even their car name. Also, use your name; it is equally important. You are their buddy.



Personalize at every point

Make every possible piece of literature, personal: a welcome letter, a pre-arrival letter, a post-stay letter, anything and everything!



No unexpected surprises

Ensure clear signage, a clear website, clear prices, clear text, clear rules, clear staff roles and more. This will ensure that the guest has clear expectations at every stage and is delivered what is promised.



Make it memorable

Consider providing some gift to greet your customer, or something they can take away to remember their stay. Also, have products available to buy whenever possible.



Follow-up is important

Have they reviewed, will they review, have you answered their review? Have you invited them back? In other words, how would you treat a new friend?



Be efficient but not pushy

Be efficient in your processes but then allow time for chatting and showing customers around, to the extent they desire. Never rush them!



Don't forget the Thank YOUs

Be thankful. A guest must feel appreciated, all the time. A simple gesture that works even on the most difficult guest.



Reward their loyalty

Be thankful. A guest must feel appreciated!



A smile can do the trick

Be happy! A happy team equals a happy guest. Mirroring behavior is an innate, unconscious process. You smile; they will smile.

Visit: www.hotelogix.com

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Importance of hospitality



- ✓ Warmth
- ✓ Respect
- ✓ Protection

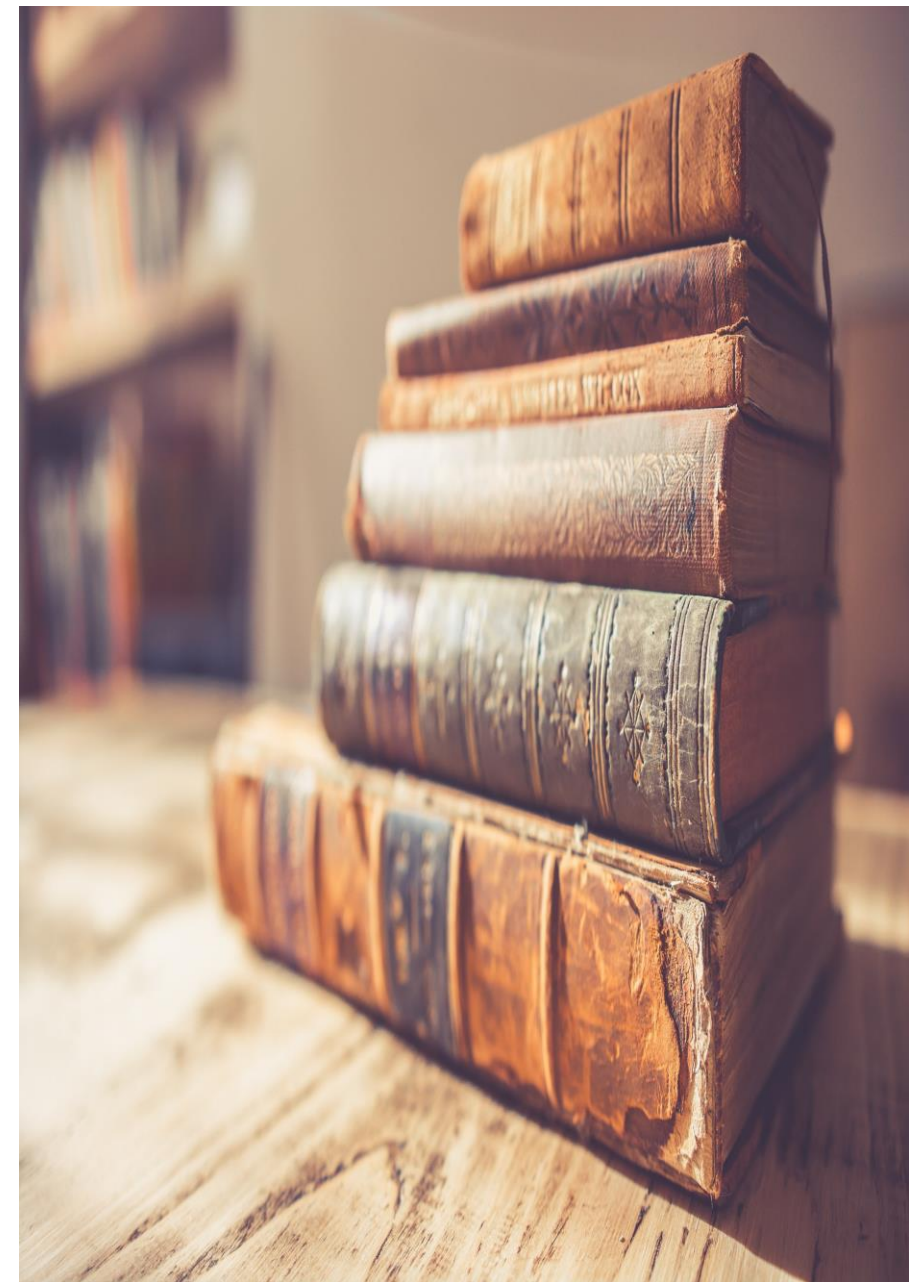
Conclusions

- ✓ Successful hospitality
- ✓ Guest experience
- ✓ The WOW factor



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Thank you!

