

Sustainable Business Revenue Generation Plan

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Introduction:

The hospitality sector is highly competitive, so firms must always be on the lookout for new ways to increase productivity and delight customers. The trend of outsourcing services, such as those associated with housekeeping, is one example. This paper intends to present a comprehensive case for outsourcing Marriott's Housekeeping department by contrasting in-house and outsourced housekeeping teams in terms of factors like cost, results, sustainability, consistency, guest experience, and employee and guest abilities. By considering these factors, it's clear that outsourcing can help Marriott achieve more success in the competitive hospitality industry (Yilmaz, 2017).

Hotel background:

Marriott International Marriott International has been crushing it financially over the past few years, with solid revenue growth. According to the most recent data that was collected in September 2021, Marriott International brought in approximately 10.6 billion dollars in total revenue for the fiscal year 2020 (CG, 2011).

Marriott International Marriott International is a bonze hospitality company that is well-known and respected all over the world for being one of the largest and most prestigious players in the game. They offer a wide variety of brands that cater to different market segments, ranging from ritzy luxury options to more affordable alternatives. They have firmly established themselves at the top of the

industry thanks to their top-notch network of hotels and resorts as well as their excellent reputation as a brand (Khalimova, 2020).

When it comes to doing the right thing for the community, Marriott International is an absolute icon in the business world. They have set extremely lofty sustainability goals for themselves, such as lowering their emissions of greenhouse gases and their consumption of water, as well as adopting responsible sourcing practices. The Marriott organization is very involved in a variety of charitable and community service projects. I was wondering if you were familiar with their "Serve 360" program. Everything revolves around having a constructive effect on a scale that is global (Weatherford, 2003).

Analysis

The hospitality industry is only one of several that has benefited from the rise of outsourcing in recent years. The case for outsourcing Marriott's housekeeping services and its justifications are laid out here. By contrasting in-house versus outsourced cleaning crews in terms of skills, expenses, outcomes, longevity, uniformity, and guests' impressions, it becomes clear that outsourcing can have many benefits (Soltani, 2010).

The growth of Marriott International is something that is taken very seriously, mate. They have been proactive in implementing strategic initiatives to expand their business on a global scale, targeting emerging markets and acquiring key competitors. In addition to that, they have invested some of their money in various technological advancements and customer loyalty programs in order to provide superior service to their clients and boost overall revenue. Because of these changes, Marriott should have no problems accommodating future expansion (Wood, 2017).

When comparing an in-house housekeeping crew to an outsourced one, it's important to keep in mind that the latter option typically grants access to more specialized experience. Companies that outsource their housekeeping services are able to hire and train specialists with deep expertise in the sector. Having this knowledge at your disposal can boost your service's productivity, efficacy, and quality as a whole (Tiwari, 2022).

Employment Capabilities:

Outsourcing firms commit themselves to finding and educating competent housekeepers. When Marriott chooses to outsource, it gains access to a larger pool of qualified candidates, some of whom may have specific knowledge and experience in areas like housekeeping methods, cleaning technology, and best practices in the sector. Outsourced teams can improve the Housekeeping department as a whole due to their specialized knowledge (Choy, 2021).

Financial Implications

Saving money is essential when deciding whether or not to outsource. By bringing in an outside company to handle housekeeping duties, Marriott can save money on overhead like employee pay, perks, and equipment. With the help of outsourcing businesses' economies of scale, Marriott can save a lot of money and put that money to better use elsewhere (Weatherford, 2003).

Outsourcing eliminates the need for Marriott to invest in recruiting, hiring, and training housekeeping personnel. The outsourcing company is in charge of sourcing and training skilled professionals, as well as lowering recruitment expenses and optimizing the onboarding process (CG, 2011).

When the Housekeeping department is outsourced, the outsourcing business assumes responsibility for staff benefits and compensation. This relieves Marriott of the financial burden of providing benefits like as healthcare, retirement plans, and paid time off, as well as the responsibilities of payroll management (Yilmaz, 2017).

Housekeeping necessitates a variety of equipment, tools, and cleaning materials. Outsourcing firms frequently have contacts with suppliers, allowing them to negotiate better terms and gain bulk discounts. Marriott can profit from economies of scale, lowering costs. Running an in-house Housekeeping staff incurs additional overhead costs such as administrative expenditures, employee

facilities, and insurance. Marriott can reduce these overhead costs by outsourcing because they are often included in the outsourcing contract (Wood, 2017).

By outsourcing, Marriott is able to adapt its housekeeping services to variable demand. During high seasons or special events, the outsourcing provider can swiftly offer extra workers, ensuring that staffing levels correspond to guest occupancy. This adaptability reduces expenses by avoiding overstaffing during slack periods (Choy, 2021).

Possible outcomes:

The outcomes of housekeeping tasks can be enhanced through outsourcing. To guarantee reliability, specialized outsourcing firms frequently use stringent quality control techniques. Outsourced staff can improve sanitation policies, streamline operations, and produce more satisfying outcomes due to their experience and dedication to effectiveness. Customer happiness, the hotel's standing, and the comfort of its visitors are all apt to increase as a result (Soltani, 2010).

It may be more effective and productive for Marriott to outsource its housekeeping division. Specialized outsourcing firms have experience implementing standardized processes and simplifying operations. As a result, turnaround times are shortened, workflow management is improved, and productivity is raised. Additionally, by utilizing the specific abilities and knowledge of the outsourcing company, Marriott is able to concentrate on its core competencies. This may result in better customer satisfaction, higher-quality services, and a favorable effect on the bottom line. In the end, outsourcing the housekeeping division can promote operational excellence and benefit Marriott (Khalimova, 2020).

Sustainability:

In terms of environmental friendliness, it makes sense to contract out the housekeeping services. The use of green cleaning products and advocacy for energy efficiency are only two examples of the eco-friendly policies adopted by many outsourcing firms. Marriott's ability to take advantage of these

green efforts and lessen its impact on the environment is made possible by its use of third-party service providers (Weatherford, 2003).

Outsourcing's strength is that it ensures uniformity in the provision of services. Standardized procedures, protocols, and quality control measures are usually in place in outsourcing firms. This guarantees that the standard of housekeeping at all Marriott hotels is maintained, regardless of where they are or how often their cleaning team changes. Cleanliness and care for detail are guaranteed at all times, elevating the guest experience (Choy, 2021).

Outsourcing Marriott's Housekeeping department can have various benefits in terms of sustainability (Tiwari, 2022):

- **Environmentally Friendly methods:** Many outsourcing firms stress sustainability and incorporate environmentally friendly methods into their operations. They use environmentally friendly cleaning solutions, promote energy-saving techniques, and employ trash reduction and recycling strategies. Marriott may exploit these sustainable activities and lower its environmental footprint by outsourcing to such organizations.
- **Expertise in Sustainable Practices:** Housekeeping outsourcing businesses frequently have expertise in implementing sustainable practices. They stay current on the newest innovations in green cleaning technology, waste management, and energy-efficient equipment. Marriott may adopt and implement sustainable practices more effectively and efficiently by collaborating with these professionals.
- **Reduced Chemical utilize:** Outsourcing companies may utilize safer cleaning supplies. These products have fewer hazardous compounds, improving air and water quality. Marriott may utilize greener cleaning products via outsourcing.

- **Waste Management:** Outsourcing companies usually manage waste well. They organize garbage sorting, recycling, and disposal. Marriott can assure sustainable waste management by outsourcing housekeeping.
- **Energy conservation:** Outsourcing firms may optimize Housekeeping energy usage. They can use energy-efficient cleaning equipment and schedules. This can help Marriott cut energy use and carbon gas emissions.
- **Environmental requirements:** Outsourcing firms follow industry and environmental requirements. They update sustainability requirements to comply with legal and ethical standards. Outsourcing reduces Marriott's environmental compliance risk.

Marriott can improve its sustainability efforts by outsourcing housekeeping to a respected, sustainability-focused outsourcing provider. The outsourcing company's experience, resources, and sustainable practices can help Marriott lower its environmental impact, conserve resources, and meet the hotel industry's growing need for sustainability (Wood, 2017).

Guest Experience:

The quality of the guest's stay is paramount in the hospitality business. Marriott is able to devote more resources to interacting with guests, providing individualized service, and enhancing guest facilities by outsourcing its housekeeping operations. Outsourced housekeepers allow in-house personnel to focus on providing 5-star service to guests, which in turn boosts satisfaction ratings, word-of-mouth, and repeat business (Choy, 2021).

Marriott outsourcing its housekeeping department can improve client satisfaction in various ways:

- Housekeeping outsourcing organizations usually have strong quality control standards. They meticulously clean rooms and communal areas. By outsourcing, Marriott can benefit from these specialist teams, resulting in cleaner, well-maintained areas that enhance visitor experiences.
- Consistency: Outsourcing firms have regular housekeeping procedures. Regardless of location or staff change, Marriott facilities provide constant service. Marriott hotels offer regular cleanliness, organization, and service.
- Efficiency and responsiveness: Outsourcing firms have well-defined workflows and efficient systems. They can promptly reply to visitor demands and clean and maintain quickly. Outsourced housekeeping teams improve guest service with their streamlined operations and specialized skills.
- Outsourcing housekeeping allows in-house staff to focus on specialized guest services. Internal personnel may focus on customer care, guest needs, and memorable experiences while housekeeping professionals clean. Personalization improves guest satisfaction and loyalty.
- Guest satisfaction and reputation depend on a clean and well-maintained hotel. Outsourcing housekeeping assures high-quality room and common area cleaning. This improves guest satisfaction, reviews, and Marriott's reputation in the competitive hospitality business.
- Flexibility during Peak Periods: Outsourcing companies can swiftly add housekeeping employees to meet peak demand. This flexibility reduces guest wait times and improves their experience during peak periods by preparing rooms quickly and efficiently.
- Marriott may improve guest satisfaction by outsourcing housekeeping. Outsourced personnel have specialized expertise, consistency, and efficiency. These experts' cleanliness, attentiveness, and customized service boost guest pleasure, reviews, and Marriott brand loyalty.

Based on a comparison of in-house and outsourced housekeeping teams, employees' skills, financial consequences, outcomes, sustainability, consistency, and guests' experiences, it is clear that outsourcing Marriott's Housekeeping department is the superior choice. In-house workers are freed up to focus on improving the guest experience thanks to outsourcing's availability of specialized skills, cost savings, enhanced outcomes, sustainability initiatives, and consistent service delivery. By utilizing outsourcing, Marriott is able to better allocate its resources, increase the effectiveness of its operations, and boost its standing in the hospitality sector (Wood, 2017).

Conclusion:

The compelling opportunity to improve overall efficiency, guest experience, and sustainability presented by Marriott's decision to outsource the Housekeeping department. When looking at in-house versus outsourced housekeeping teams, it's easy to see how the latter can provide better outcomes and more consistent service delivery thanks to their access to specialized experience, a larger talent pool, and standardized methods. Even more importantly, outsourcing can result in substantial cost savings, freeing up Marriott's resources to be used into improving guest experiences and individualized services. To further contribute to a greener future while still maintaining high standards of cleanliness, Marriott can leverage the sustainable activities of outsourced firms.

It is crucial to remember that, while outsourcing might result in cost savings, the quality and dependability of the outsourced provider should be carefully considered. A rigorous review procedure should be carried out to guarantee that the cost savings realized are not lost. By relying on third-party service providers, Marriott is able to make better use of its resources, boost productivity, and better position itself in the increasingly competitive hospitality market. By contracting with a third party to undertake housekeeping duties, Marriott can concentrate on its main business while still receiving high quality service. In the long run, this strategy can boost the brand's reputation thanks to happy guests, rave reviews, and repeat business. When put in the context of Marriott's overall ambitions and aspirations to be a leader in the hospitality industry, outsourcing the Housekeeping department becomes a clear strategic choice.

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