



Module: Hospitality and Guest Services

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Assignment Title: “The role and importance of quality service, hospitality, and guest services within the hotel Industry”

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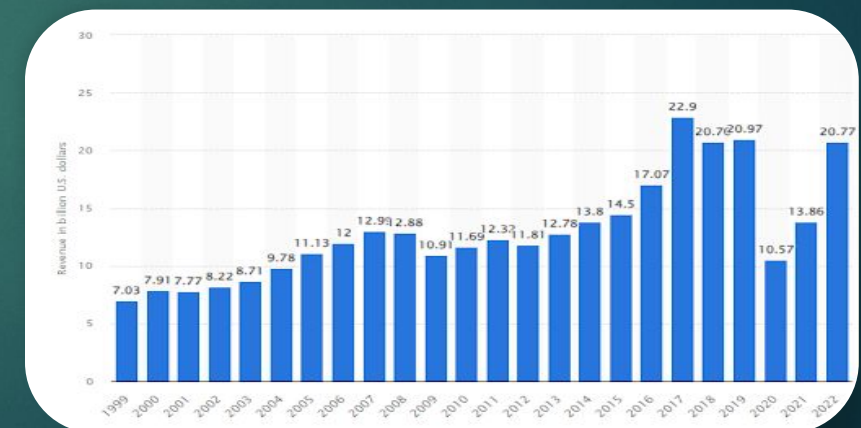
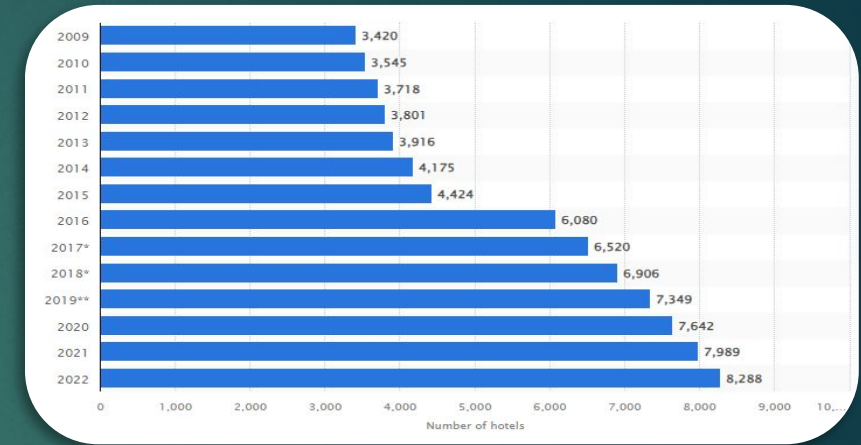
INTRODUCTION

- ❖ Hospitality and guest service management can be considered a hot topic in today's era.
- ❖ It helps to increase customer engagement and satisfaction (Bagdan, 2019).
- ❖ Effective guest service helps to guide or assist customers accordingly.
- ❖ The marketing division of the hotel company plays a significant role in reaching the target market.



INTRODUCTION OF JW MARRIOTT

- ❖ JW Marriott is one of the greatest 5-star hotels that operates internationally.
- ❖ The hotel offers elegant rooms, a holistic spa and luxurious dining.
- ❖ Its heaven design lets people concentrate on feeling whole (Lock, 2022).
- ❖ Embracing change, putting people first and pursuing excellence are the core values of JW Marriott.



DISCUSSION ON HOTEL'S MAIN CONSUMERS

- ❖ To identify the main consumers of the hotel use Marketing Mix tools.
- ❖ Mostly, JW Marriott targets people who are around 45 years old (Marriott International Newscenter, 2023).
- ❖ Each segment of Marriott International targets a different segment of people.
- ❖ Consumers are the main aspect of the hotel business.

Target Market of Marriott International	
Brand	Target Group
Marriott Courtyard	Over-the-road travellers
Ritz-Carlton Hotels	Luxury travellers
Marriott Conference Centers	Corporates that conduct meetings
Marriott ExecuStay	Targeted at people needing month-long accommodations
Marriott Vacation Clubs	Travellers seeking to shop for timeshares

THE NATURE OF GUEST SERVICES AND FACILITIES IN THE HOSPITALITY SECTOR

- ❖ Authentic and outstanding customer service is the basic demand of guests.
- ❖ The hotel authorities need to develop trustworthy safety policies.
- ❖ They should stay attentive towards their cleanliness (Achmad and Yulianah, 2022).
- ❖ The hotel needs to set its menu by considering everyone's demands.



THE SCOPE OF CUSTOMER SERVICES AND FACILITIES HOSPITALITY SECTOR

- ❖ Developing applications is one of the great scopes of customer service.
- ❖ They can use Chatbot for communication purposes.
- ❖ The hotels can parent up with other online applications (Kapoor and Kapoor, 2021).
- ❖ Promoting their businesses in the online and social media platforms will create a great scope for the hotels.



THE ROLE OF CLIENT SERVICES AND FACILITIES HOSPITALITY SECTOR

- ❖ Always being there for customers and helping them with whatever they need.
- ❖ Always try to provide a positive experience (Teng, 2019).
- ❖ Provide customers with all the necessary pieces of information.
- ❖ They need to stay attentive towards their comfort.



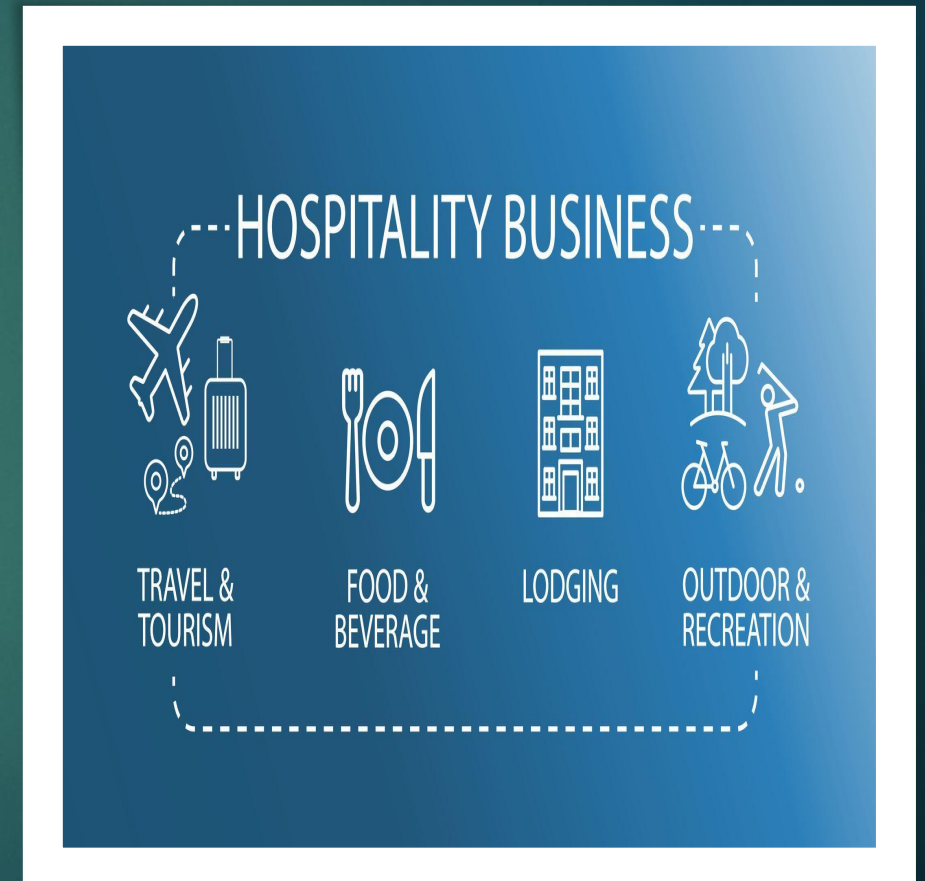
APPLICATION OF THE NATURE, SCOPE AND ROLE OF CONSUMER SERVICES AND FACILITIES ON JW MARRIOTT

- ❖ JW Marriott greatly focused on offering personalised service.
- ❖ The hotel uses AI tools to provide personalised service (Kapoor and Kapoor, 2021).
- ❖ They can incorporate smart home automation techniques.
- ❖ It will help to develop customer loyalty.



SIGNIFICANCE OF HOSPITALITY

- ❖ In today's market, the hospitality sector is one of the major sectors among others.
- ❖ Employees who are working with hospitality companies get opportunities to improve their communication skills (Demirović Bajrami *et al.*, 2022).
- ❖ It can enable employees to advance their careers.
- ❖ This sector is beneficial to become more proactive.



DISCUSSION ON HOW HOTELS MEET CLIENT'S EXPECTATIONS

- ❖ Communication is the first step that hotels need to follow.
- ❖ The hotels should be more flexible and adaptable (MOUZAEK *et al.*, 2021).
- ❖ They need to try to understand the perspective and demand of customers.
- ❖ According to the guest's requirements, the hotels need to deliver their promises.



CONCLUSION

- ❖ JW Marriott is one of the leading 5-star hotel brands internationally.
- ❖ The hotel is highly concerned about fulfilling customer's expectations.
- ❖ Hospitality is a wider group of businesses.
- ❖ JW Marriott needs to stay more attentive towards their guests.



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Thank You