

The logo features the words "MARRIOTT" and "INTERNATIONAL" in a bold, dark brown, sans-serif font. The text is centered within a white, cloud-like shape with a scalloped border. This white shape is set against a solid yellow background. A dark brown vertical bar is located on the far left side of the image.

MARRIOTT INTERNATIONAL

JW MARRIOTT

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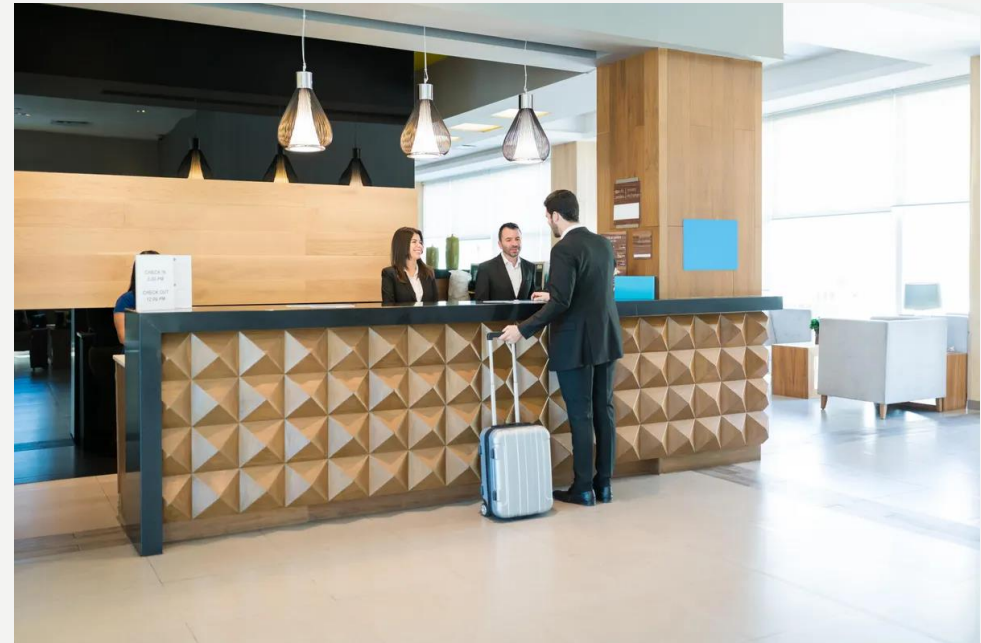
INTRODUCTION

JW Marriott is a very well-known luxury hotel franchise, which is a part of the Marriott International family. It has more than 100 properties all around the world, and offers world class services to its customer base.



MAIN CONSUMERS

JW Marriott is the home to a wide range of consumer base who are looking for leisurely stay while they are on a work or vacation trip. Mostly this hotel as the base for executive meetings and ballroom functions. This hotel exudes a more formal aura than the others, Because of the expense, the JW Marriott franchise only has a limited number of people who prefer to stay here.



NATURE, SCOPE AND ROLE OF GUEST SERVICE AND FACILITIES IN JW MARRIOTT

The hotel emphasizes on services given solely and personalization to ensure that each guest feels valued and feels that they are being listened to. From the entry, right to the checkout JW Marriott puts forward a great hand for its customer base. The services they provide to their guests are inclusive of many amenities and are exclusive than their competitors.



ROLE AND FUNCTION OF GUEST SERVICES

The role and function of guest services is to make sure that the customer are happy and are satisfies during their stay at the hotel. The guest services are the main channel between the service providers and the clients. The guest services are inclusive of the information and assistance that is provided to the guests during their stay. They play a very important role in enhancing the customer experience and also help in a good customer feedback.



IMPORTANCE OF HOSPITALITY

There is a vital importance of hospitality in the industries of travel, tourism and even business, the main focus should be on the satisfaction of the customers, the satisfied customers are more inclined to give a good feedback and bring more footfall for the establishment. The relationship and customer loyalties that are build with hospitality are commendable. The environment develop a sense of trust and also safety and bonds the customers with the establishment.



GUEST EXPECTATIONS

The guest expectations are mainly referred to as the benchmark the guests have set or the hopes they have from the property which they are staying in. The basic guest expectations are- a clean environment, safety, good food and water, accessibility, efficiency, technology, and quality of the service.



CONCLUSION

In conclusion, JW Marriott is a trustworthy and well-known name with its branches over many parts of the world. The hotel has many amenities available for its customers and is a preference for the top-notch clientele base of the world.

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