



**BMIH4003**

## **Hospitality and Guest Services**

Assignment - 2

### **Report**

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## **Executive Summary**

Marriott International is one of the largest hotel chains in the world, with a wide range of initiatives and innovations within the hospitality industry. Marriott uses a loyalty program called Marriott Bonvoy, which rewards members for staying at Marriott hotels, it also allows guests to check in and access their rooms using their mobile devices and provides immersive experiences at its hotels through virtual reality and augmented reality technology. Marriott has implemented a number of sustainable practices across its properties, such as energy-efficient lighting, recycling programs, and water conservation measures. It also has invested heavily in technology to enhance the guest experience, such as the rollout of mobile check-in and keyless room entry and the integration of voice-controlled virtual assistants in hotel rooms. To stay competitive, hotels should consider implementing sustainable practices, offering unique and memorable experiences, investing in technology to enhance the guest experience, and actively managing their online reputation. Additionally, hotels should also be aware of obstacles such as economic downturns, changing consumer preferences and increased competition from alternative accommodation options and digital platforms.

## **Contents**

|                                                   |           |
|---------------------------------------------------|-----------|
| <b>Introduction</b>                               | <b>4</b>  |
| <b>The purpose of brand consistency standards</b> | <b>4</b>  |
| <b>Managing the Reputation</b>                    | <b>5</b>  |
| <b>Building and Retaining Customer Loyalty</b>    | <b>5</b>  |
| <b>Conclusion</b>                                 | <b>7</b>  |
| <b>Recommendations</b>                            | <b>8</b>  |
| <b>References</b>                                 | <b>10</b> |

## Introduction

There are several Marriott hotels in the United Kingdom and elsewhere in the world. A wide range of lodging options, from five-star hotels and resorts to budget motels and extended-stay apartments, are available. Facilities including restaurants, gyms, and conference rooms are available on the premises. JW Marriott, Ritz-Carlton, EDITION, Marriott, and Courtyard by Marriott are just a few of their renowned namesake brands (Henschel and Von Freyberg, 2018).

## **The purpose of brand consistency standards**

The purpose of brand consistency standards for a hotel standard like Marriott in the UK is to ensure that guests have a similar experience at all of the hotels in the chain, regardless of which location they visit. These standards cover various aspects of the hotel, including guest rooms, public spaces, and services offered. Having consistent standards across all hotels in a chain helps to build a strong and recognizable brand, which can attract more guests and increase customer loyalty (Whitla and Davies, 2017). Consistency in the guest experience also helps to ensure that guests have a positive experience at every location, which can lead to repeat business and positive word-of-mouth recommendations. Marriott UK, they have a standard of guestrooms, which include clean and well-maintained rooms, comfortable beds, and functional amenities like air conditioning, televisions, and internet access. The public spaces in Marriott hotels, such as lobbies, restaurants, and fitness centres, must also meet specific standards to ensure that guests have a comfortable and enjoyable experience. However, it's worth noting that not all hotels within a chain will have exactly the same standards or features. For example, a luxury hotel within the standard may have higher standards or more amenities than a budget-friendly hotel. Additionally, hotels in different locations may have unique features or services that reflect the local culture or meet the needs of specific guests (Whitla and Davies, 2017).

In conclusion, Brand consistency standards for hotel chains like Marriott in the UK are in place to ensure that guests have a similar, positive experience at all of the hotels in the chain, regardless of location. These standards help to build a strong and recognizable brand, increase customer loyalty, and ensure that guests have a positive experience leading to repeat business. However, it's worth noting that not all hotels within a chain will have exactly the same standards or features (Rutherford, 2021).

## **Managing the Reputation**

Effective reputation management for a hotel like Marriott can involve several strategies, such as:

Responding promptly and professionally to guest reviews, both positive and negative. This shows that the hotel is attentive to customer feedback and cares about addressing any issues that may arise. Monitoring review sites and social media platforms regularly to stay on top of any new reviews or mentions of the hotel.

Encouraging satisfied guests to leave positive reviews by providing them with an easy way to do so, such as a link to the hotel's preferred review site or a feedback survey. Continuously analyzing guest feedback to identify areas for improvement and making changes to the hotel's services or facilities as needed (O'Fallon and Rutherford, 2010). The importance of effective guest reviews management lies in the fact that online reviews are now one of the most important factors that potential guests consider when choosing a hotel. Positive reviews can lead to increased bookings and revenue, while negative reviews can deter potential guests and lead to financial losses. Negative reviews can have a significant impact on a hotel's reputation and bottom line. They can lead to a decrease in bookings, a decrease in revenue, and a loss of potential guests. Negative reviews can also make it harder for the hotel to attract new customers, as they will be less likely to book a room at a hotel that has received poor reviews (Rutherford, 2021). Hotel brands manage their reputation through a variety of methods including maintaining high standards of customer service, addressing customer complaints in a timely and professional manner, monitoring online reviews and social media, implementing a comprehensive brand reputation management strategy, and regularly conducting customer satisfaction surveys. Additionally, hotels can focus on maintaining and upgrading their facilities, promoting positive guest experiences, and providing training and development opportunities for their employees to help them better serve their customers. In order to maintain their reputation, hotels must also be proactive in identifying areas for improvement, responding to negative feedback constructively, and continuously monitoring their brand image to ensure it is consistent and positive. By focusing on these key areas, hotel brands can effectively manage their reputation and ensure a positive customer experience for their guests. Therefore, effective management of negative reviews is crucial to maintaining a good reputation and attracting new guests (Rutherford, 2021).

## **Building and Retaining Customer Loyalty**

Hotel chains like Marriott can build and retain customer loyalty through various methods, such as:

- Implementing a loyalty program: Marriott has a loyalty program called Marriott Bonvoy, which rewards members for staying at Marriott hotels. The program offers perks such as free nights, room upgrades, and exclusive member rates.
- Personalizing the guest experience: Marriott can use customer data to tailor their services and amenities to the preferences of individual guests, which can make them feel valued and appreciated.
- Providing excellent customer service: Marriott can train their staff to provide top-notch service and go above and beyond to meet the needs of their guests.
- Offering additional benefits: Marriott can offer exclusive perks to loyal customers, such as late check-out, complimentary breakfast, or free Wi-Fi (O'Fallon and Rutherford, 2010).

Hotel brands ensure customer loyalty by providing exceptional customer service, offering personalized experiences, and consistently delivering on their brand promises. They also implement loyalty programs that reward customers for their repeat business and offer perks and benefits such as early check-in, late check-out, and upgrades (Whitla and Davies, 2017). Additionally, hotels can stay connected with their guests through regular communication, providing customized offers, and engaging in personalized relationship-building activities such as email marketing and social media outreach. By going above and beyond to exceed guest expectations, hotels can build strong relationships with their customers and establish long-term loyalty. Additionally, hotels can also leverage technology, such as mobile apps and digital platforms, to make the customer experience more seamless and convenient. By utilizing these tools, hotels can deepen the customer relationship and drive loyalty over time.

Communicating with guests: Marriott can keep in touch with their guests through email marketing, social media, and other channels to keep them informed about special offers, promotions, and new hotel developments (lonel, 2016). The purpose of building and retaining customer loyalty is to increase repeat business and revenue from repeat customers. Loyal customers are more likely to book with the hotel again in the future and recommend it to friends and family. This can lead to a steady stream of repeat business and a more stable revenue stream for the hotel. Additionally, It also makes it difficult for competitors to attract customers away from the hotel (Rutherford, 2021).

## Conclusion

Finally, Marriott International is a popular UK hospitality brand. The hotel offers rooms, cuisine, and other amenities to meet tourists' needs. The hotel emphasizes guest service and training to enable staff to provide excellent service (lonel, 2016). Quality awards and secret shopper programs provide the best customer service. The hotel's "Spirit to Serve" ethos drives its guest service, and it often draws inspiration from other hotels. The hotel's F&B, accommodation, resource coordination, specific service talents, and social media and digital management systems are also essential. Training, food hygiene, menu planning, legality, cultural variables, performance measures, verification, and grading are all important. Marriott International UK is adapting to evolving consumer needs, market trends, and sustainable practices in the hotel sector (Whitla and Davies, 2017)

## Recommendations

Hotels should be aware of market trends such as the shift towards sustainable and eco-friendly practices, the rise of alternative accommodation options such as vacation rentals, the increased use of technology in the guest experience, and the growing importance of online reviews and social media in attracting customers. To stay competitive, hotels should consider implementing sustainable practices, offering unique and memorable experiences, investing in technology to enhance the guest experience, and actively managing their online reputation. Additionally, hotels should also be aware of obstacles such as economic downturns, changing consumer preferences and increased competition from alternative accommodation options and digital platforms. To overcome these obstacles, hotels should focus on cost efficiency, developing a strong digital presence and providing exceptional customer service to retain customers and attract new ones' brands (Henschel and Von Freyberg, 2018).

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