



University of Wales

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Community engagement

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1.Introduction

Marriott International Inc is a biggest hospitality chain in the world. It is a brand of premium five and seven stars hotels and properties. The chain was established in the year 1927 in Washington DC by J Wiliard Marriott, when he and his wife Alice opened root beer stand and today owns almost six thousand properties in more then hundred and twenty countries. The company has around one million and two hundred thousand rooms at the moment.

The first hotel is open in year 1957, in Arlington, Virginia. Named as a Hot Shoppes Inc, as a start company was renamed the Marriott corporation at 1967. Marriottt International was formed in year 1995, when Marriot corporation split into two companies, Marriott international and Host Marriot Company.

In 1998 after few years partnership, company became a majority owner of The Ritz-Carlton. In the following years new properties were acquired in India, China and Southeast Asia.

In 2017 company operate 30 brands internationally and has 177 000 employees.

Starting as a small brasserie, passing through the restaurant chain and becoming the next decades in the world's number one brand in the hospitality industry, Marriott International has always bet the high quality, innovation and traditions enshrined in this business.

Naturally, and for this, customers expectations are at the highest level. The brand owns a number of luxury hotels in its portfolio, trying to maintain its image not only about the quantity but also the quality.

2.Discusion

Like any organization, Marriton International realizes its dependence on the human factor. Especially in the hospitality industry, employees are of great importance to the company. That's why it relies on the human factor.

The fact that the main asset of any company is not as current and fixed assets as the human factor is well realized. Of particular importance is their behaviour, their sense of belonging to a company. This is the asset in which you need to invest constantly. And not only as a training, but also by creating a sense of belonging to a company. The main point is that in today's times, the financial factor is not in the first place, because in the international level hospitality and

restaurants experience a real boom on a world level and the need for good footage will constantly increase.(.....).

It is well known that employees feel much more attached to the place where they work not so much because of the financial aspect, but because of the knowledge they can get. Any professional can easily find a well-paid job. But much more important to him is his professional development, the environment in which he works, the people he meets. Money increasingly rarely plays the role of a major factor in finding a job. On the other hand, knowledge, working atmosphere, experience are becoming more and more important. The company is well aware that the constant internal training related to the practice creates not only new and quality footage among the employees of the company, but also, depending on the level, attracts footage from other companies. As we well know, every professional wants to work with people at their level or even better than him to help his own development.

Let's look at the role of the general manager of a hotel. I have chosen to look at this position as to achieve and require many years of accumulation of experience and constant training. It should also be noted that most hotel chains require the general manager to be familiar with the work in all departments of the hotel and to have worked in most of them. Naturally no one starts directly at this position. The process is long and requires constant practice combined with the accumulation of more and more knowledge.

For years, large hotel chains have been working closely with universities, offering future staff work early in their training. Thus, they involve them in the company and its objectives. Employees are given the opportunity to practice what they have learned. But over the years it accumulates a very important basis for future work. The skills that a general manager must possess are not related only to the nature of his work or the technical part, he must be an expert on human behaviour. This is of particular importance in the hotel business. And not only the behavior of the guests of the hotel, but also its employees, as a whole, the human factor is of particular importance in this sector of the economy. Therefore, as important as his knowledge about tourism, food and drink, computer skills, working with people remains first and this is knowledge, which is not acquired so much in the university as through long-standing practice.

3.SWOT analyses

Strengths:

The strengths of each company are determined by how much it is good in their field and what are the advantages to the other companies in the industry.

Marriott International has the following strengths:

- As the biggest brand in the industry, the brand has a presence in 122 countries around the world.
- There is also strict adherence to the operating norms.
- The company is highly focused on innovation. It's a constant pledge of innovation.
- It is also renowned for its competitiveness. The company is constantly reinventing itself in the fight against competition. It is also essential that the strength of positive thinking is constantly being imposed among employees.

Weaknesses:

Weaknesses are those areas where a company needs improvement. The main weaknesses in Marriott International are as follows:

- Due to the excessively rapid and aggressive rates of expansion, the company began to fail to maintain its high level of services. It is becoming increasingly impossible to maintain the same high standard in all of its hotels around the world.
- Because of its size, it is increasingly difficult to oppose the great challenges of the modern world, such as the protection of personal data and the dangers of terrorist attacks. It is notorious for downloading the data of millions of the company's customers worldwide. There are also cases of exploding hotels in the chain. All this puts a dark shadow on the business.
- Also according to the founder of the company this will always be a family business and he does not want to change it to more widely organized management.

Opportunities:

Opportunities relate to the environment that surrounds a business and can benefit from it to increase its competitiveness.

- Shifting consumer behavior, people are increasingly open to holiday in luxury hotels, even when traveling not on business but with family. And it is an upward trend in emerging economies.
- One of the huge untapped markets around the world, the so-called gay community. The company announced its open support and offered special offers for same-sex married couples.
- Also an important factor is the increase in global travel. Prices, especially airline tickets constantly cheaper. And in the last decade has increased the number of people who travel not only for business, but also for pleasure.
- An important place occupies the focus on customising customers. Nowadays more and more customers require special attention and are willing to pay for it.

Threats:

- Threats are factors in the external environment that can negatively affect.
- A major factor is competition. More and more large hotel chains are gaining momentum. Chinese companies are expanding their aggressively entering the market. And as we know Chinese tourists carry some of the big revenues in the market.
- And the recession that globally hit the hotel business. As do most sites for shared travel and renting of dwellings.

4.Conclusion.

As a conclusion, we can say that the company is facing serious competition in the future and constantly needs to invest in the training of its employees. Particular attention must be paid to cyber security and the dangers of terrorist attacks.

