

THE ROLE AND IMPORTANCE OF HOSPITALITY AND GUEST SERVICES WITHIN THE HOTEL INDUSTRY

Student name: Maria Mirabela Vasile

Student ID: 2207873

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Name of Lecturer: Luciana Suardi

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INTRODUCTION

- The overall presentation will provide a brief overview on the business functions of Marriott International.
- A summary on the nature, scope, hospitality service and role of guest service for the company will be determined.



(Source: Vallen et al., 2014)

A BRIEF OVERVIEW OF THE CHOSEN HOTEL BRAND

- Marriott International is a leading American hotel chain that has acquired a strong position in the hospitality sector.
- With an annual revenue of \$15.93 billion the brand has been able to acquire a total asset of \$27.58 billion (Köseoglu et al., 2020).



(Source: Marriott International, 2023)

IDENTIFYING THE BRANDS MAIN CONSUMERS

- Marriott International considered consumers as important business assets.
- For Marriott hotels and resorts, luxury travellers are the main consumers (Li et al., 2020).
- On the other hand, InterContinental Hotel Groups offers both affordable and luxurious accommodation facilities to customers.



(Source: Li et al., 2020)

OUTLINING THE NATURE, SCOPE, ROLE OF GUEST SERVICE AND FACILITIES

- Guest Service facilities are very crucial for a hotel to follow.
- The roles of guest service include managing communication, processing payments, and booking reservations and so forth (Cuomo et al., 2021).



(Source: Cuomo et al., 2021)

EXPLAINING THE NEED TO CONSIDER ROLE AND FUNCTION OF GUEST SERVICES

- The guest services function includes communicating with the customers (Köseoglu et al., 2020).
- By prioritising guest services, hotels can enhance guest satisfaction, loyalty, and positive word-of-mouth.
- For instance, Hilton Worldwide emphasises personalised concierge services to cater to individual guest needs (Vallen et al., 2014).



(Source: Köseoglu et al., 2020)

DISCUSSING THE IMPORTANCE OF HOSPITALITY AND HOW HOTELS MEET GUEST EXPECTATIONS

- Hospitality is paramount in the hotel industry as it sets the foundation for guest satisfaction and loyalty.
- Four Seasons Hotels and Resorts is renowned for its impeccable service and genuine care for guests (Tesone, 2014).



(Source: Tesone, 2014)

CONCLUSION

- The above discussion briefly determines the importance of guest service in managing efficient business operations.
- In relation to Marriott International, the work summarises the nature, scope, facilities and importance of guest service.



(Source: Tesone, 2014)

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A wooden-framed chalkboard with the words "Thank You" written in white, serif font. The chalkboard is set against a rustic wooden background. To the bottom left is a vintage orange rotary telephone. To the bottom right is a portion of a vintage typewriter. A green leafy plant is visible at the top right.

Thank
You