

The role and importance of quality service, hospitality, and guest services within the JW Marriott

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Introduction of JW Marriott

JW Marriott International is a luxury hotel that mainly targets luxury people by providing quality services, excellent hospitality, and other facilities. JW Marriott, a part of Marriott International, runs around 100 hotels in 35 countries all over the world, making it one of the most preferred luxury brands in the whole world. The brand is focused to provide the best quality services, provide memorable moments to its customers, and other personalized services.

To succeed in the hotel brand, there needs to provide the best quality services and unique and memorable experiences. And it is highly likely that without this, no hotel brands will succeed. This presentation will discuss the main customers of Sheraton Marriott International, why hospitality is needed in this industry, and the brands, scope, nature, area, and so on will be discussed.

Importance of hospitality, quality service, and guest service

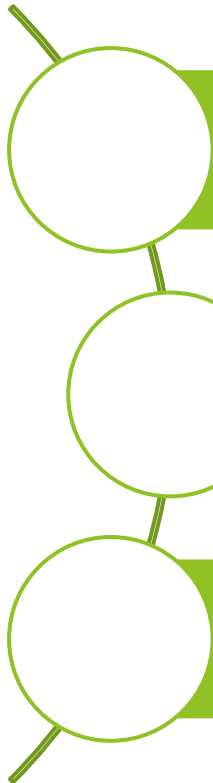
Highly competitive

Exceptional customer service captures customers

Affect brands and reputation

hospitality, quality service, and guest service are critical component of hotel

Main Customer of JW Marriott Hotel

- 
- Corporate clients, business people, leisure travelers, family, etc.
 - Customers who want accommodation and amenities
 - Provide luxurious and upscale services, high-end service seekers

Role of guest service, facilities, nature and scope

Guest service and facilities

- ▶ Welcoming environment
- ▶ Personalized service
- ▶ Well-equipped rooms
- ▶ Pools and fitness centers

Scope and nature

- ▶ Offer various types of services and amenities to capture the guest's needs and preference
- ▶ Ensure safety and security
- ▶ Prioritize on sustainability

Function and Role of guest service

- Personalized service
- 24/7 customer services
- Room service
- Recreational facilities
- Business Facilities
- Events and catering service

Significance of Hospitality

- Critical elements in the hotel industry
- Create an exceptional guest experience
- Trained staffs to provide high-end service

Meeting Guest Expectation

- Understanding needs and preference
- Providing personalized service
- Provide high-quality service
- Providing amenities and other facilities
- Continuous staff training to provide best quality service

Conclusion

The success of the hotel industry is highly dependent on the service the hotel brands provided. JW Marriott is one example of a successful hotel brand that understands the significance of high-quality service. By focusing on its personalization service, it has become the top choice for every guest. And through this, it has become able to reach a big base of customers, and also able to spread positive word of mouth to general people and expected customers.

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