

Assignment

Module Title: HOSPITALITY & GUEST SERVICES

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Assignment 1: PPT

The role and importance of Hospitality and Guest Services within the hotel industry for JW Marriott

Slide 1

Slide 2 Introduction

- This assignment focuses on hospitality and guest facilities
- Influencing customer service can be crucial
- Putting people first can be the main strategy for hotels

Speaker Notes

In the hotel business, hospitality and guest facilities are essential, and JW Marriott is no exception. JW Marriott is an advanced hotel chain renowned for its superb service and careful attention to detail. The significance of customer service as a distinctive advantage for the hotel's brand is recognised by JW Marriott. By influencing their customers' views, actions, communications, and experiences through their guest's services, they enable their visitors to create treasured recollections. The core values of the company have been crucial and the changes can be constantly observed through the growth of the hotel in the hospitality industry. Being a part of the concern of putting people first of everything, Marriott has been focusing on guest services in the hospitality sector.

Slide 3 Main consumers of JW Marriot

- Corporate candidates and people are the main target
- For a peaceful and luxurious stay, JW Marriott enhances the brand value (Ariffin *et al.* 2018)
- Business travellers are the main customers for JW Marriott (JW Marriott, 2023)

Speaker Notes

Following the approaches of hospitality and guest facilities provided through the proper services of JW Marriott focused on attracting consumers to the hotel. Apart from that, JW Marriott focused on corporates that conduct meetings and targeted various executive stays while focusing on the people needing month-long accommodations for work purposes. Marriott International launched the JW Marriot as a premium brand to cater to travellers who want a peaceful and luxurious stay.

From 1984, after launch, the Marriott Corporation has effectively expanded its presence into several industry target segments by tailoring its offerings to meet the demands of its clientele.

As a result, the majority of their clients are business travellers as well as independent, smart, and self-aware tourists who are prepared to pay higher prices for their lodging.

Slide 4 Nature, Scope and Guest Services

- Attracts customers, and employees can be crucial for the hospitality industry
- Providing excellent customer service always aids in customer retention (Heppell, 2015)
- Customer retention boosts the revenue in hospitality sector (Ford and Sturman, 2018)

Speaker Notes

The hospitality industry is one of the crucial industries which includes restaurants, hotels, casinos, various events, entertainment and most importantly tourism related services in the hospitality sector. At the same time, this industry also attracts customers, employees and economies.

Examples of hospitality include lodging and lodging arrangements, food and beverage services, conference management and planning, tourism, travel, buying and luxury services, cruises, spas, and wellness services. Providing excellent customer service always aids in customer retention. It is what encourages repeat business from your clients. Customer retention boosts the revenue you make and is far less expensive than seeking to acquire new ones.

Slide 5 Cont.

- The hospitality industry mainly broadly focuses on leisure (Lee, Lee and Koh, 2019)
- Providing the best services to the consumers can be crucial
- Defining the process of generating revenues can be effective

Speaker Notes

The provision of guest accommodations and associated services is the only thing that the hotel sector is concentrating on. On the other hand, the hospitality sector is more broadly focused on leisure. It therefore includes lodging, dining establishments, behind bars, cafés, entertainment options, and a wide range of tourism and travel-related

services. On this note, the process of well-trained hospitality and guest services personnel can also contribute to generating revenues through hotel amenities and making upselling approaches in the hospitality sector. It is one of the crucial approaches from JW Marriot is to focus on the scope of the hospitality sector while following the guest services from the moment the guests arrive until they depart and every time the interaction requires to be warm, attentive and designed to make them feel overwhelmed and valued in the hospitality industry.

Slide 6 Discussing the importance of hospitality

- Enhancing reputation and financial performance (Lugosi, 2019)
- Increasing chances by providing feedback
- Individualised and personalised customer service can be crucial

Speaker Notes

A key component of the hotel business is hospitality, and any hotel's ability to meet and beyond visitors' expectations is essential to its success.

The Significance of Hospitality

Providing outstanding welcome guarantees that visitors will have a pleasant and fruitful stay. The reputation and financial performance of the hotel are bolstered by happy customers, who are also prone to suggest the establishment to others, return, and write positive reviews. Hotels that put hospitality first in a cutthroat business have an advantage. Hotels can stand out from the competition and draw repeat business by providing individualised and personalised customer service. A hotel's reputation for hospitality is directly related to its brand. To draw guests, hotels that are renowned for their outstanding friendliness and service develop a distinctive brand identity.

Slide 7 Process and role of hotels in meeting Exceeding Guest expectations

- Proper accommodation can be crucial
- Providing an approach of recognised and appreciated (Padma and Ahn, 2020)
- Upkeeping, hygiene, and facilities can be crucial in the hospitality (Solomon, 2016)

Speaker Notes

The processes and role of hotels like JW Marriott in meeting guest experiences focused on various stages including

- **Pre-Arrival Stage:** Accommodations should offer smooth and simple reservation procedures so that travellers can book online or by additional methods with ease. To ensure that guests have realistic expectations, the organisation should also provide them with vital details before their arrival such as check-in operations, amenities, and the services offered.
- **Arrival Stage** Establishments such as JW Marriott need to provide a cordial welcome to visitors and help them feel recognised and appreciated. Welcoming beverages or upgraded accommodations, as well as swift and simple check-in procedures, can improve the visitor experience.
- **Throughout the Stay:** Hotels should make an effort to offer individualised service by getting to know their visitors' preferences, gauging their needs, giving suggestions and helping them as needed. Little things like upkeep, hygiene, and facilities can have a big influence on the way a guest feels during the duration of their stay.

With a process of continuous development and addressing the changes hotels can foster guest satisfaction in the hospitality sector.

Slide 8 JW Marriot and the Prospects in Hotel and Hospitality Industry

- Improving guest experiences can be crucial (Walker, 2021)
- Hotel branding and providing services (Tsao, 2018)
- Addressing challenges in hospitality can be crucial

Speaker Notes

When guests have feedback, the first point of contact is frequently the hospitality and services department personnel. They are essential in gathering feedback from visitors, attending to issues, and providing the management team with insightful information. By identifying opportunities for improvements and implementing changes to improve the guest experience, JW Marriott is assisted by this feedback loop.

JW Marriott and the hotel industry as a whole depend heavily on hospitality and guest services. JW Marriott can sustain its standing as a high-end hotel brand and guarantee patron happiness and loyalty by delivering outstanding service, anticipating requirements, addressing challenges, and crafting unforgettable experiences.

Slide 9 Conclusion

- Fostering guest satisfaction and loyalty can be crucial
- Good customer interactions can lead to success
- References from guests can be effective in the hospitality sector

Speaker Notes

The effective approaches of guest satisfaction and providing and creating memorable experiences for guests, foster guest satisfaction and loyalty while maintaining a strong reputation within the hospitality industry can be crucial. The foods and beverages, lodging, recreation and various approaches to Quality service, guest complaints, and good customer interactions are ways that hospitality firms can increase customer happiness and devotion. Customers who are happy with a company are likely to use it again and refer it to others, which increases its chances for success and expansion.

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Assignment 2: Report

Executive Summary

The report will cover the importance of effectively monitoring guest service approaches in the hospital industry through background, findings, and recommendations. Additionally, it will bring in necessary improvements in the hotels by addressing customer complaints as well as providing effective customer experiences.

Introduction

In the competitive global hotel and hospitality industry, it is vital to monitor guest services and approaches effectively. In this aspect, monitoring customer services involves measuring hospitality trends and identifying key metrics with time for determining improvements or deterioration (Wood, 2015). Moreover, in this context, the goal of this report is based on understanding guest services' importance as well as appreciating the strategies of guest needs, empowerment value, and guest services. Apart from this, the evaluation of hospitality services as well as the provision of changing consumer demands, resource provision, and the nature of operational systems will further deliver service excellence. Similarly, the report title is based on ***“The importance of effectively monitoring guest service approaches”*** which will be based on identifying improvements and areas before customer complaints, alongside providing better customer experiences.

Background

In relevance to the background of the hospitality industry, it can be highlighted that the hospitality industry is very competitive and many hotel businesses need to comply with the latest trends for staying on the edge. Additionally, keeping pace with the industry will further ensure effective business deliveries and positive customer experiences.

Service

In the field of hospitality, service is defined as an effective process of handling tasks based on physical labor to provide information (Ostrom *et al.* 2021). From a critical point of view, the hotel service is based on the work performances in relation to hotel operation, providing services on guest rooms, food provision, and beverage services, followed by banquet and spa services.

Tangible and intangible assets

In the context of accounting, an asset essentially helps to produce economic benefits through the potentialities of the current economic resource. In this way, intangible assets are non-monetary assets and they cannot be touched. In contrast to this, tangible assets are based on the physical assets that can be touched.

Definitions of Hospitality

In the facets of hospitality and guest services, hospitality is regarded as a service industry critical component that aids in making a big difference within the diversities of customer experience (Walker, 2021). Critically speaking, hospitality is based on creating an enjoyable and welcoming atmosphere to enhance guest comfort.

Guest Service and its meaning

In the hotel industry, guest services are essential as they help in improving accessibility and guest mindset. As part of hotel services, the hotel amenities help in improving guests' way of living. To highlight this point of view, guest service is defined as the assistance as well as advice that helps in providing hotel reservations, engaging in a perfect stay, and buying hotel products and services.

Guest Service Experience

Guest Service Experiences in the hospitality industry involve direct guest and hotel staff interactions based on greeting and assisting as well as handling complaints, to ensure whether the guest needs are promptly met or not.

Main Findings on the Importance of Effectively Monitoring Guest Service Approaches

In congruence with the report title, **monitoring guest services and approaches** is significant in the hospitality sector both globally and in the United Kingdom since it brings forth customer satisfaction and illustrates high satisfaction thereby leading to enhanced customer retention, stronger hotel reputation, and lifetime value.

Service Culture

As per the findings, the service culture is based on creating an environment based on providing superior customer services to the clients. As per the **historical developments**, the hospitality industry and its evolution began during the European hotel advancement back in the 1700s (Law, Leung, and Chan, 2020). Additionally, the **role** of is based on making the temporary accommodations in the form of hotel services feel permanent. On the other hand, the **function** of hospitality services is based on acknowledging guests' presence and welcoming them. As part of the **market analysis of hotel sectors**, it can be stated that the UK hotel industry is competitive and emerging rapidly. In addition, providing **guest services** helps in developing the guest experience and measuring the cumulative experience from hotel search to booking and check-out.

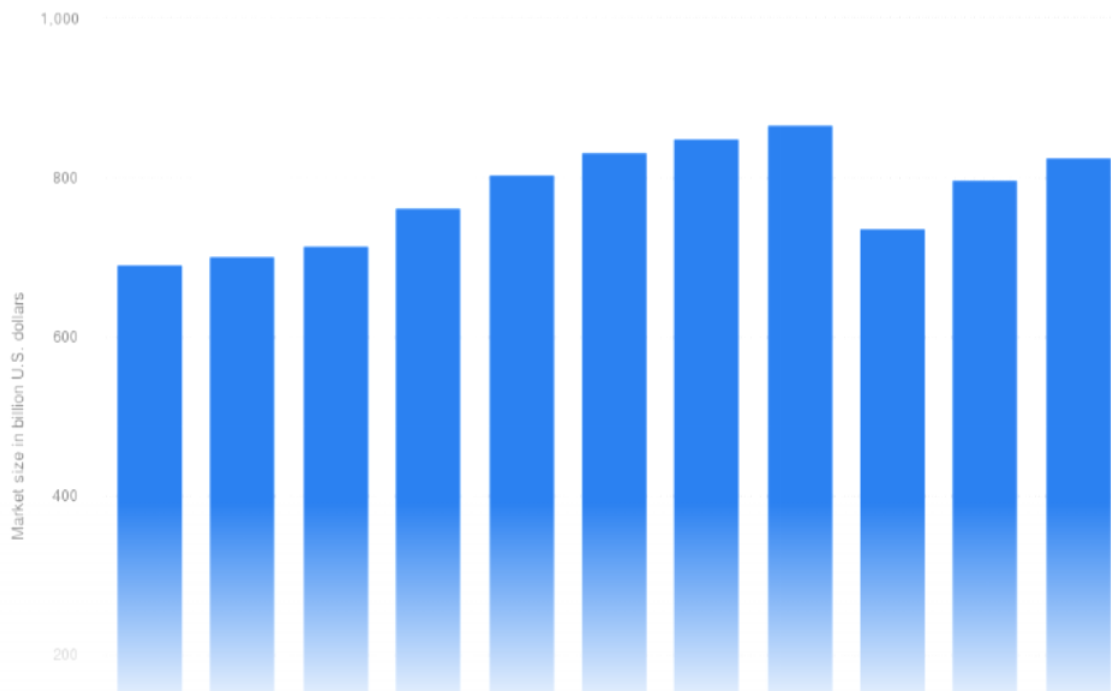


Figure: Global restaurant market analysis

Source: Statista 2023

From the above figure, it is quite clear that the **restaurant industry** market size in the year 2019 reached 868.11 billion. Apart from this, the hospitality services through **food and beverage providers** also help in improving the guest experiences and approaches. Hence, based in the hospitality industry, the **support services** include marketing, finance, human resources, and customer services. Nowadays, in outlets and hotels, **franchising structure** plays an essential part in relevance to the hospitality industry applied in hotels and restaurants, since the franchisor makes it easier by giving product and service sell rights to the franchisee (Perrigot, Watson, and Dada, 2021). Nevertheless, the hospitality industry also has an **effective relationship with the national economies** and also brings positive **economic impacts** in the form of employment and generating revenue. Lastly, as per **organizational trends**, the concept of self-service as well as mobile tech is applied in the post-pandemic hospitality industry.

Hotel Standards

Hotel Standards refer to providing first-class rooms as per the standard of hospitality operations through effective maintenance, and construction as well as providing quality construction, furniture finishes, and equipment. As per the hotel standards, understanding and appreciating guest needs will help in the identification of consumers and market segments for hospitality products (Ertuna, Gu, and Yu, 2022). In relevance to monitoring and providing an effective guest service approach, the hotel's characteristics and its alignment with the changing customer needs, structure, work patterns, and lifestyle trends will aid in fulfilling consumer demands, lifecycle, and expert fashion fads as well.

Brand Consistency

Through the essence of reputation management and hotel standards, the aspects of brand consistency are maintained. In this way, hotel standards help ensure brand consistency by investing in employee training in hotel management followed by helping them deliver consistency-based services.

Reputation Management

The aspects of reputation management in the hospitality industry are based on monitoring as well as influencing the way a hotel is perceived, especially online in this digital business era.

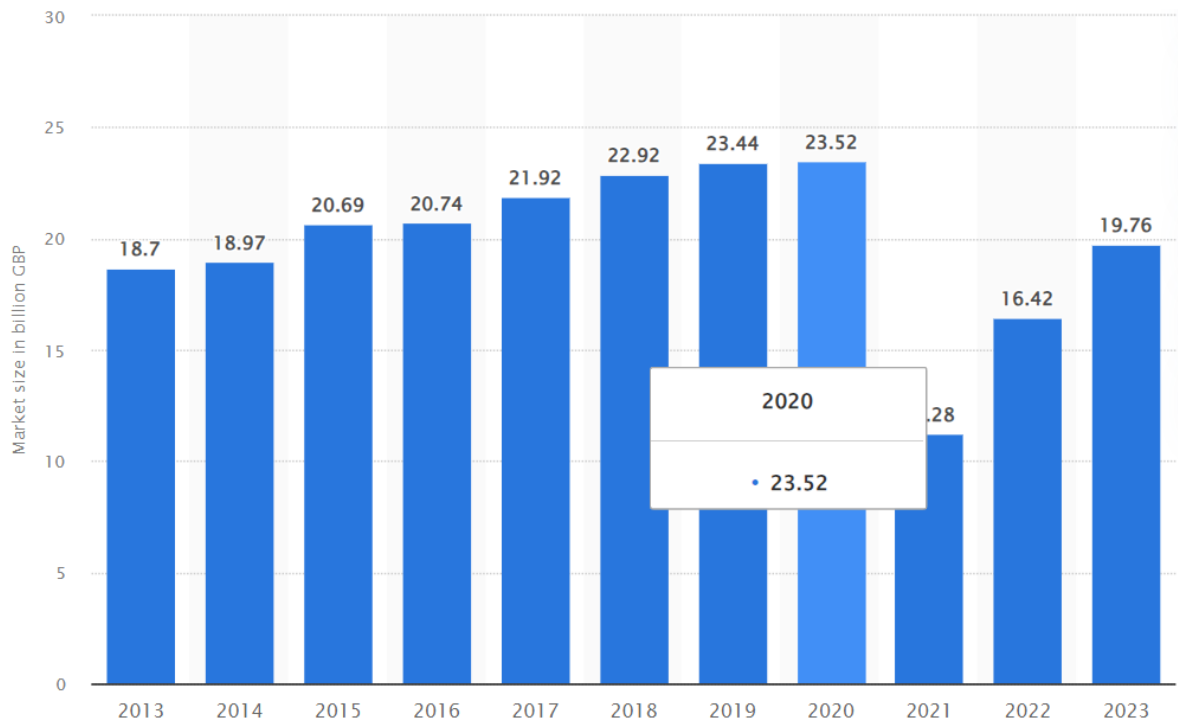


Figure: United Kingdom's hotel industry and its market size

Source: Statista 2023

Apart from this, to demonstrate this knowledge and understanding, it is a necessity to analyze global hotel players through the use of mystique case studies is also essential in this context, and this includes Marriott's Spirit to Serve tagline which is based on caring for the communities and taking care of the international as well as local customers (Ertuna, Gu, and Yu, 2022). The UK Hospitality Industry ranges from budget and luxury hotels to renowned 5-star hotels.

Customer Loyalty

The elements of customer loyalty in the hospitality industry are based on enhancing guest services followed by modifying sustainable practices, service expectations, external and internal factors, and market trends. Furthermore, guest services are also based on the service nature, role, and scope of the training models leading to betterment in guest service standards, ownership, and empowerment (Oh *et al.* 2022). Lastly, understanding and appreciating the hotel industry's philosophies in serving customers with a warm smile and welcoming tone will naturally boost customer loyalty.

Service failure

Service failure in the hotel industry will lead to business underproductivity and handling the organizational challenges including supporting guest service measures, mystery shoppers, and quality awards in the hotels for better services.

Future technological impacts

The future technological impacts in the hospitality industry include online orders, robots, and artificial intelligence-enabled chatbots for improved guest experiences and lowering staff workload.

Conclusion

To conclude, this report has successfully implemented a discussion on hospitality and guest services' importance and practices covering the leisure and tourism industries, followed by the training standards, satisfying guest needs, and operational practices. In this way, analytical strategies and appreciation of guest needs helped in raising empowerment and providing guest service measurements by evaluating hospitality services, and operational and resource provision as per consumer demands through service excellence in the UK and global hospitality industry. Nevertheless, the findings suggested effective monitoring through enhanced guest services and approaches.

Recommendations

In relevance to the competitive hotel industry and changing consumer demands the obstacles that the hospitality industry is facing include sustainability, net-zero targets, the gap in acquiring digital skills, and inflation. Hence, offering recommendations for the hotel industry as per market trends includes highlighting hygiene and safety measures followed by developing guest communications through reassurance. Apart from this, proposing realistic recommendations is also essential and these include innovations as per hospitality industry trends and reading industry publications (Breier *et al.* 2021). From a fundamental perspective, training on food hygiene initiatives, sustainability, climate change, advanced menu planning, accepting cultural influences, and performance measures will help in proper verification, alongside social media influences through responses as per digital management.

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