



Name: Jusna Khanom
Student ID number: 2218814
The module title: Hospitality & Guest Services
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Lecturer's name: Lisa-Marie Bassler
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JW MARRIOTT

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Market Segmentation:

Picture 1

Example: Hotel Segmentation

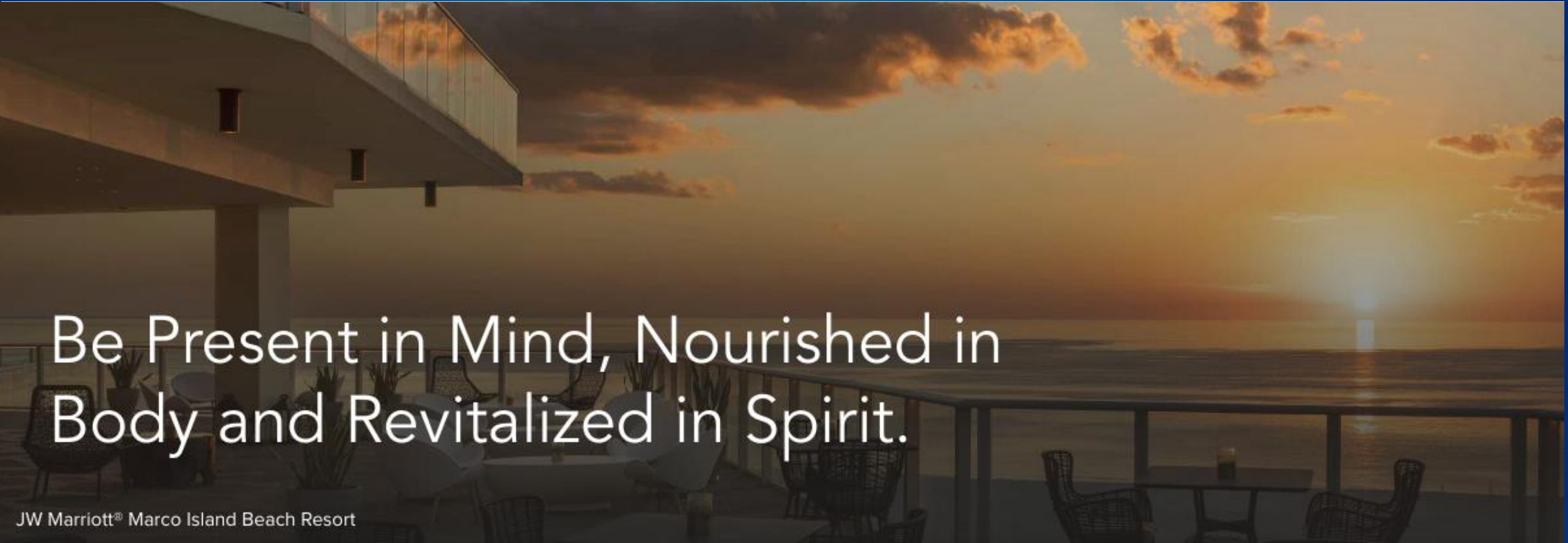
Segment by Ave. Rates	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy
Marriott Group (USA)	BVLGARI HOTELS & RESORTS THE RITZ-CARLTON® JW MARRIOTT	RENAISSANCE® HOTELS MARRIOTT	COURTYARD® Residence Inn® SPRINGHILL SUITES®	FAIRFIELD INN & SUITES® TownePlace SUITES®		
Hilton World-wide (USA)	WALDORF ASTORIA® CONRAD HOTELS & RESORTS	Hilton EMBASSY SUITES®	DoubleTree® Hilton Garden Inn® HOMEWOOD SUITES® BY HILTON	Hampton® HOME2		
Accor Group (France)	SOFITEL LUXURY HOTELS	PULLMAN HOTELS AND RESORTS	Mercure HOTELS Novotel	adagio aparthotel	ibis	hotel F1

Picture 2

LUXURY		PREMIUM		SELECT		LONGER STAYS	
CLASSIC	DISTINCTIVE	CLASSIC	DISTINCTIVE	CLASSIC	DISTINCTIVE	CLASSIC	DISTINCTIVE
 THE RITZ-CARLTON®	 EDITION THE LUXURY COLLECTION	 MARRIOTT	 WESTIN HOTELS & RESORTS	 FOUR POINTS BY SHERATON	 AC HOTELS MARRIOTT	 Marriott EXECUTIVE APARTMENTS	 element BY WESTIN
 ST REGIS	 W HOTELS WORLDWIDE	 SHERATON EST. 1927	 AUTOGRAPH COLLECTION HOTELS	 SPRINGHILL SUITES® MARRIOTT	 Aloft HOTELS	 Residence INN BY MARRIOTT	 TOWNEPLACE SUITES® BY MARRIOTT
 JW MARRIOTT	 DESIGN HOTELS®	 MARRIOTT VACATION CLUB®	 RENAISSANCE® HOTELS	 PROTEA HOTELS. MARRIOTT	 moxy HOTELS	 HOMES & VILLAS BY MARRIOTT INTERNATIONAL	
		 DELTA HOTELS MARRIOTT	 TRIBUTE PORTFOLIO	 Fairfield BY MARRIOTT			
			 GAYLORD HOTELS®				

The Wayfinder (2019)

Hospitality & Guest services Class slides, wk 2 – The role & function of guest services.

A photograph of a modern resort building with a balcony overlooking a beach at sunset. The sky is filled with orange and yellow clouds, and the sun is low on the horizon, reflecting on the water. In the foreground, there are several outdoor tables and chairs on a balcony.

Be Present in Mind, Nourished in
Body and Revitalized in Spirit.

JW Marriott® Marco Island Beach Resort

"While mindfulness wasn't a word used in his day, J. Willard practiced it in his own way. Through several daily habits, he was able to reflect, recharge, and be more present with his family, associates, and guests."

(Marriott, 2022)

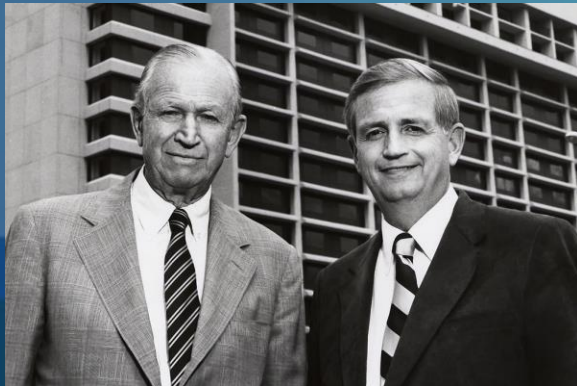
History:



1927 First root beer stand, (2023)



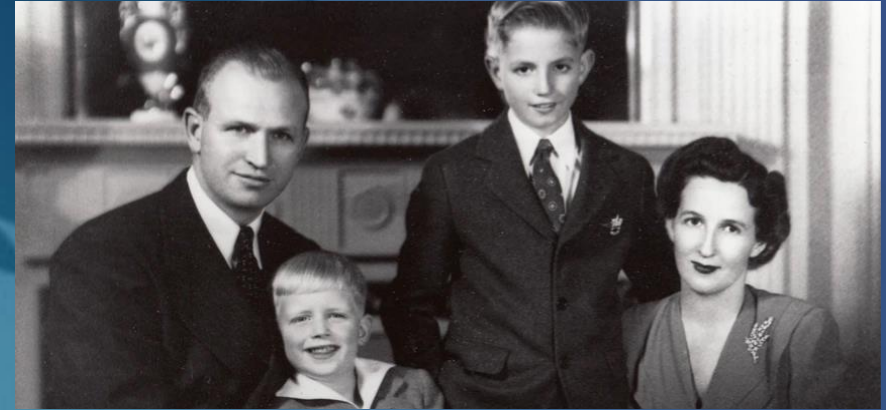
1927 Hot Shoppes Restaurant, (2023)



J. Willard Marriott and his oldest son Bill Marriott, (2023)



One of the further two Hot Shoppes, (2023)



John Willard Marriott and his family (2023)



1984 First JW Marriott Hotel, (2023)

J. Willards Legacy:

THE MARRIOTT MANAGEMENT PHILOSOPHY A living tradition of values and beliefs

INTRODUCTION

From the moment he started the company with my mother in 1927 until he died in 1985, my dad lived the values we associate with our corporate culture and management style today - concern for all employees, hands-on management, and an unrelenting commitment to meeting customer needs through excellence in quality, service and hospitality. Everything he did was based on his uncompromising beliefs in treating people fairly, working hard, paying close attention to details, and listening to and giving customers what they wanted.

Collectively, these values and beliefs form Marriott's management philosophy - the foundation on which the company was built and the superstructure on which our future growth depends.

This philosophy is behind all of Marriott's policies, procedures, and other management systems. But how well values and beliefs are transmitted to employees ultimately depends on your day-to-day behavior - how you interact with your people; stay in touch with your department, operation and customers; and achieve high standards. When done well, that behavior makes you part of a special management team, sets Marriott apart from its competition, and ultimately results in company profit and growth, and advancement opportunities for you. The material which follows - quotes from my dad's memos, speeches, interviews, and inspection reports - reflects the very essence of our culture. Although many of his comments focus on various shortcomings in operations, they send a positive, simple message to all managers - "take care of the little things every day."

I hope reading this material makes or keeps you aware of the "little things" you are responsible for that make the big difference in serving your customer, be it the public, another business or Marriott departments and employees.

Although time, growth and a changing workforce move us further from the early days of our company, we must never stray from the basic principles that have made us successful. That can only be achieved if the people running the system - from myself to you - understand, support and communicate the Marriott Management Philosophy...A Living Tradition of Values and Beliefs.

*J.W. Marriott, Jr.
Chairman and President
Marriott Corporation*

J. Willard Jnr wrote in the 11 page management resource:

"My dad lived the values we associate with our corporate culture and management style today - concern for all employees, hands-on management, and an unrelenting commitment to meeting customer needs through excellence in quality, service and hospitality."

The Marriott Management Philosophy booklet,
(2023)

Aha Courses, (2023)

The nature, scope and role of the guest services and facilities:



JW Marriott Hotel Shanghai Fengxian
(Marriott, 2023)

“Today, one of the most talked about trends in travel is immersion into the destination, into the culture, into the environment.”

“How to enhance the natural setting here to make this hotel feel Like it belongs here?”

(Mark Harmon, Founder of Auberge Resorts Collection, 2017)

- JW hotels are typically located in prime urban or resort destinations, offering easy access to local attractions.
- Luxurious and spacious guest rooms and suites with advanced technology, high-end finishes, and comfortable bedding.
- Exceptional service and personalised attention to detail.
- A range of dining options, full-service spa and fitness services, business services, guest services, recreational activities, and cultural programming.

The nature, scope and role of the guest services and facilities:

In the art deco lobby of the JW Marriott Essex House New York



Lily Kwong at JW Marriott Orlando Bonnet Creek Resort & Spa



- JW Marriott also focus on promoting holistic well-being. They have partnered with Lily Kwong, to implement JW Gardens at their properties worldwide, where herbs, vegetables, and ingredients are grown.
- These gardens are designed with input from local horticulturalists, gardeners and chefs.



“I am designing and planting the JW Garden to be a discovery moment, a place for respite and deeper connection. I hope these gardens offer inspiration, a chance to listen to the land, her rhythms, and ultimately to ourselves.”

(Lily Kwong, Landscape Designer, 2022)

In the art deco lobby of the JW Marriott Essex House New York

The nature, scope and role of the guest services and facilities:



JW Marriott, Anaheim Resort Seed-To-Table Garden

- Consumers' awareness of ingredient sourcing has become heightened, thus promoting sustainable practices, such as the "seed-to-table" concept.
- By adopting seed-to-table initiatives, food can be sourced locally, reducing the distance it needs to travel and, as a result, reducing the carbon emissions associated with transportation.
- This not only helps to minimise the environmental impact of the food industry, but it also supports local agriculture and result in fresher, higher-quality ingredients for consumers.



Parkestry's signature cocktail, Prosperaty using seed-to-table garnishes

The nature, scope and role of the guest services and facilities:



Marriott (2023)

- JW is also a place for families to connect ensuring that the whole family can come together.
- They offer cooking classes and healthy culinary competitions to inspire kids and their parents to discover their love for food and develop their taste buds by experiencing local flavours.
- Art classes for budding Picassos.
- Family fitness to get the whole family bending, stretching and moving together.

- JW's effort towards their sustainability pledge is featured in the Phuket Resort & Spa.
- Phuket is scarce in drinking water. JW came up with a first-of-its-kind solution that extracts water from the unlimited amount of humidity in the air, filters it, and creates drinkable water.



Marriott (2023)

Role and Function of Guest Services:

Guest services play a crucial role in the hospitality industry, as they are an important factor in determining the guest experience and overall satisfaction.

Guest services are equally important whether it be 1-star or 5-star hotels. Although the level of amenities and services may differ.

In 1-star hotels, customers have lower expectations. Whereas, in 5-star hotels, customers expect high-quality service and attention to detail. It is important for these establishments to exceed customer expectations to maintain their reputation and continue to attract high-end clientele.

The front desk and other staff members are often the first point of contact for guests and their interactions can set the tone for the entire stay.

Guest services are a key factor in attracting and retaining guests, building loyalty, and generating repeat business. Which is far more profitable than acquiring new ones.

Guest services enhance a hotel's reputation, as guests are more likely to recommend the property to others if they have had a positive experience.

Negative guest services can quickly spread through online reviews and social media, damaging the hotel's reputation and affecting future business.

Importance of Hospitality:

"Service is a skill, hospitality is a spirit."
(Anna Dolce, 2018)



Another of J Willard Snr's famous quote:

"Take good care of your employees, and they'll take good care of your customers, and the customers will come back."

No matter what he was doing, He always took time out to speak to his workforce.

(Forbes, 2017)

The Marriott Awards of Excellence is an annual recognition program, honouring the "best of the best" associates.

(Marriott, 2023)

Meeting/Exceeding Guest Expectations: Memorable Moments



JW Marriott Masai Mara Lodge in Africa. (2023)



Picnic with wildebeests. (2023)



Masai Village Visit, (2023)

Goes back to what John Harmon discussed about blending in to the environment.



Hot Air Balloon Safari, (2023)

- Marriott International has plans to launch its first luxury safari lodge in February 2023.
- JW Marriott Masai Mara Lodge in Africa. Conservation of the land and its inhabitants is the core of JW Marriott Masai Mara's values.
- As a result, majority of people employed at the property will belong to the local Masai community

Conclusion:

JW Marriott hotel brand is inspired by the principles of mindfulness. Their market segmentation is comprised of affluent individuals who are willing to pay a premium for a luxurious and memorable travel experience.

JW Marriott are the epitome of guest services and hospitality. As we heard, service is a skill and hospitality is a spirit. Both are equally important in creating that customer satisfaction which is vital for repeat business, loyalty and referrals to others.

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