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200
1822 - 2022



Welcome to my presentation!

THE ROLE AND IMPORTANCE OF HOSPITALITY & GUEST
SERVICE WITHIN THE HOTEL INDUSTRY

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- This presentation will inspect the Role and Importance of the Hospitality and Guest Service within the Hotel Industry my chosen hotel for this presentation is Marriott International.
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Marriott Hotel

- At the moment this company holds more than 7000 properties all over the world
- J. Willard Marriott started this company with his wife Alice S. Marriott in 1927 selling beer and the bar only had 9 seats at that time.
- Later developed to selling beer and hot food even opened the first ever drive-in restaurant in that area.
- developed in the direction of the hotel business in the 1950's
- J. W. Marriott Jr. named the chairman of the organisation in 1985 after his father sadly passed away.
- (Marriott,2023)



Identify consumers

- Locals- peoples from the local area
- Loyal customers keep returning
- Luxury experience- bigger occasions -anniversary, engagement party
- Attending events -company



Guest Service and Facilities.

- Exclusive and general requests- mad by guest
- Amenities- quality
- Front desk service- someone always at the desk
- Front door service – someone always at the door helping with luggage



Role and function of Guest service

- Assist guest with check-in-out- first and last part of guest service
- Provide guest with information about the hotel and surroundings - memorable places local restaurants
- Accommodate the guest- help them find their room and help them with their luggage
- Keep good manner - smiling even if you are not in the best mood
- Provide quality service- look out for details



Importance of hospitality

- Entertainment - providing expectational experience
- Accommodation- the only place
- New experience- something wanted to try
- Travel- visiting places around the world
- Recommendation - someone else has offered the experience



Guest Expectation

- Tangible- touchable , amenities style, design
- Intangible - untouchable - music, smell
- Satisfy - they want to be satisfied with the service provided
- Meet requirements- only offer if you can really provide the experience
- Overall experience - try to solve problems



Reference list

- <https://www.managementtoday.co.uk/> (Accessed on 25 of May 2023)
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- <https://marriott-hotels.marriott.com/meetings-events/> (Accessed on 25 of May 2023)