



HOSPITALITY AND GUEST SERVICE MANAGEMENT – BMIH4003

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

JW MARRIOTT

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1. ABOUT JW MARRIOTT

- Marriott International owns the luxury hotel brand, **JW Marriott**. The company is named after J. Willard Marriott, who founded Marriott Corporation, and it was founded in 1984.
- **Locations:** More than 100 hotels in more than 35 countries and territories (Marriott International, 2023)



(TripAdvisor.com (n.d.))

2. MAIN CONSUMERS

JW Marriott attracts diverse consumers, but its primary consumer base consists of affluent business and leisure travelers.

JW Marriott also attracts consumers who are interested in holding events, such as weddings, conferences, and meetings. The hotel chain has a reputation for providing excellent event spaces, catering services, and other amenities to support these events.



(Hotel News Source, 2020)

3. THE ROLE OF THE GUEST SERVICE PROVIDED BY THE JW MARRIOTT TO THEIR GUESTS

The purpose of JW Marriott's guest services and amenities is to make sure that visitors enjoy an extraordinary and memorable stay. Following are some of these amenities and services:

- Accommodations
- Dining
- Spa and Fitness
- Meeting and Events Spaces
- Concierge Services
- Technology
- Sustainability



(Assaf *et al.*, 2015)

4. THE ROLE AND FUNCTION OF GUEST SERVICES

The role and function of guest services are essential in the hospitality industry because they directly impact the guest experience. Guest services encompass all the services and amenities that a guest expects and receives during their stay, such as accommodations, dining, transportation, entertainment, and other facilities (Bogdan, 2013).

It is vital to think about the purpose and role of guest services in general for a number of reasons, including:

- Enhancing Guest Experience
- Competitive Advantage
- Revenue Generation
- Brand Reputation
- Staff Motivation



(Penn Foster, 2020)

5. THE IMPORTANCE OF HOSPITALITY

Hospitality is a crucial aspect of the hotel industry, and it involves creating a warm, welcoming, and personalized experience for guests (Sampson, 2018). The importance of hospitality in the hotel industry can be discussed in the following ways:

- ✓ Guest Satisfaction
- ✓ Guest Loyalty
- ✓ Differentiation
- ✓ Revenue Generation

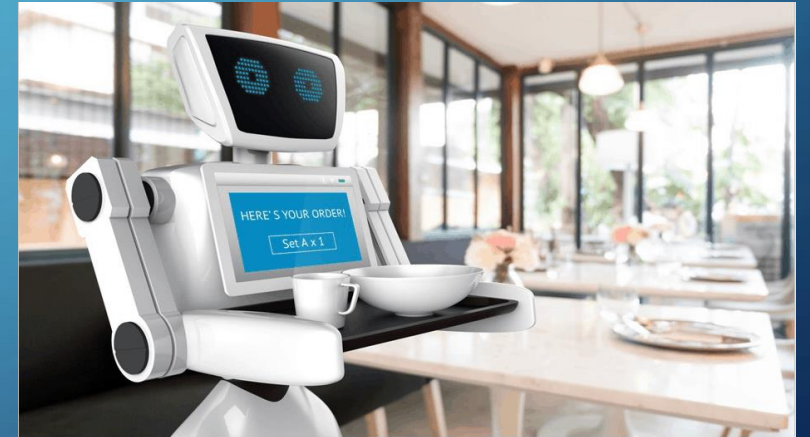


(Choi and Kandampully, 2019)

6. HOW HOTELS MEET/EXCEED GUEST EXPECTATIONS

To meet and exceed guest expectations, hotels employ several strategies, including:

- Personalization
- Anticipation
- Attention to Detail
- Staff Training
- Technology



(Assaf et al.,2015)

(Solomon, 2018)

CONCLUSIONS

- In summary, the role and function of guest services are essential in the hospitality industry as they directly impact the guest experience, revenue generation, brand reputation, and staff motivation.
- Hospitality is a critical aspect of the hotel industry, and hotels strive to provide exceptional hospitality to meet and exceed guest expectations. Providing excellent hospitality leads to guest satisfaction, loyalty, differentiation, and revenue generation.
- Quality service, hospitality, and guest services are essential for the success of JW Marriott in the hospitality industry. By providing exceptional service, warm hospitality, and outstanding guest services, JW Marriott can differentiate itself from its competitors, build a loyal customer base, and maintain its reputation as a leader in the industry (Jones *et al.*, 2014).
- According to (Statista, 2020) in terms of income, Marriott International is the biggest hotel chain in the world and continues to grow with a very good marketing strategy that allows it to maintain its customers and meet their expectations.

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