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Assignment 1: Presentation Marriott International

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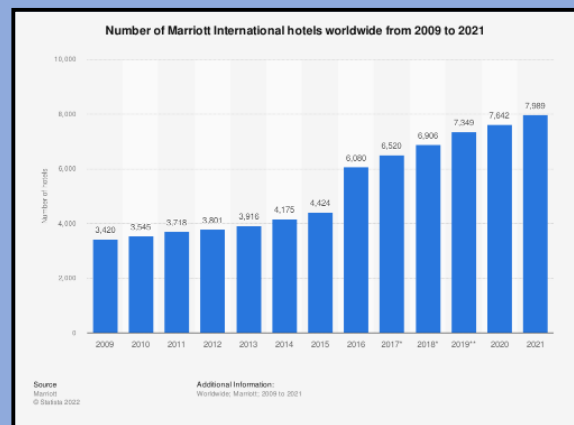
Introduction

- Role and importance of guest service
- People who stay
- Scope of the brand's guest service



Overview of the Luxury Collection

- Luxury brand of Marriott International (Nyangwe and Buhalis , 2018)
- Labeled as a “soft brand.” (Buehring and O’Mahony, 2019)
- 13th January 1992, the brand started



Source: <https://www.statista.com/statistics/247285/number-of-marriott-international-hotels-worldwide/>

Main consumers



- Focuses on a specific crowd
- Created different target groups (Peng and Chen, 2019)
- Self-defined travelers and happy to pay more

Nature of guest service facilities

- Discover brand new destinations
- Each property is unique (Özdemir, Çolak, and Shmiller, 2019)
- Distinct individual experiences

The 7 Ps of Services Marketing

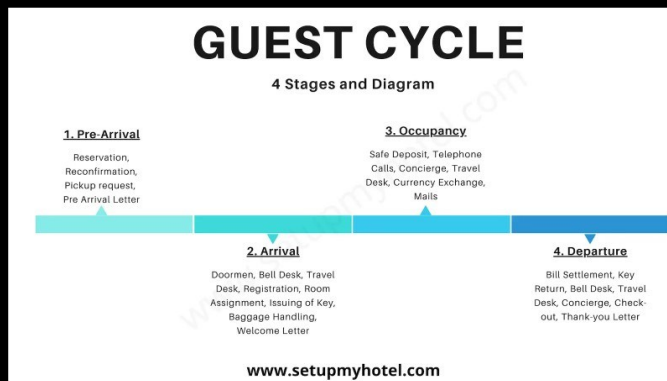


Role of guest service facilities

- Evoke long -lasting and cheerful memories
- Guide their customers
- Feel the pleasure of the luxury (Vo, *et al.* 2022)

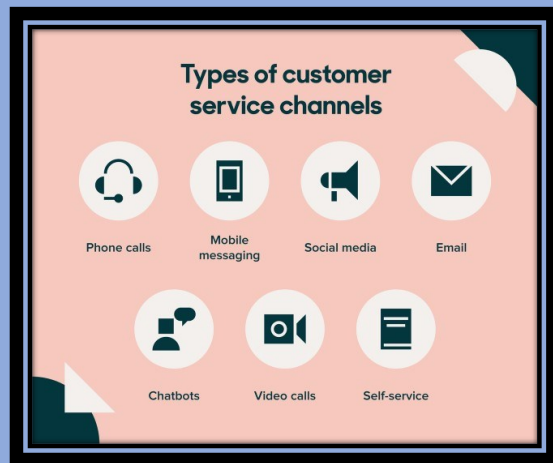


Role of guest services



- Focuses on assisting guests
- Services are friendly (Bichler, Pikkemaat, and Peters, 2020)
- Create better customer service facilities (Lee and Lee, 2020)

Functions of guest services



- An important element of the hospitality sector
- Administering the check -in and check-out processes (Bardi, 2021)
- Guest confidentiality needs to be maintained

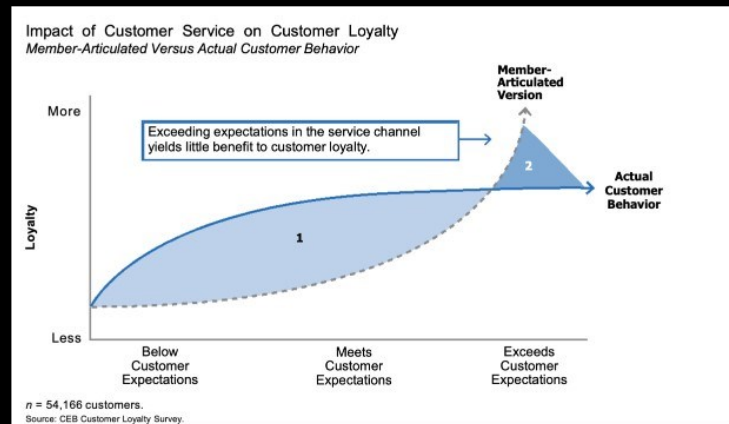
Importance of hospitality

- Build strong and positive relationships
- Easy way to portray love (Zsarnoczky, 2018)
- Helps people to stay happy



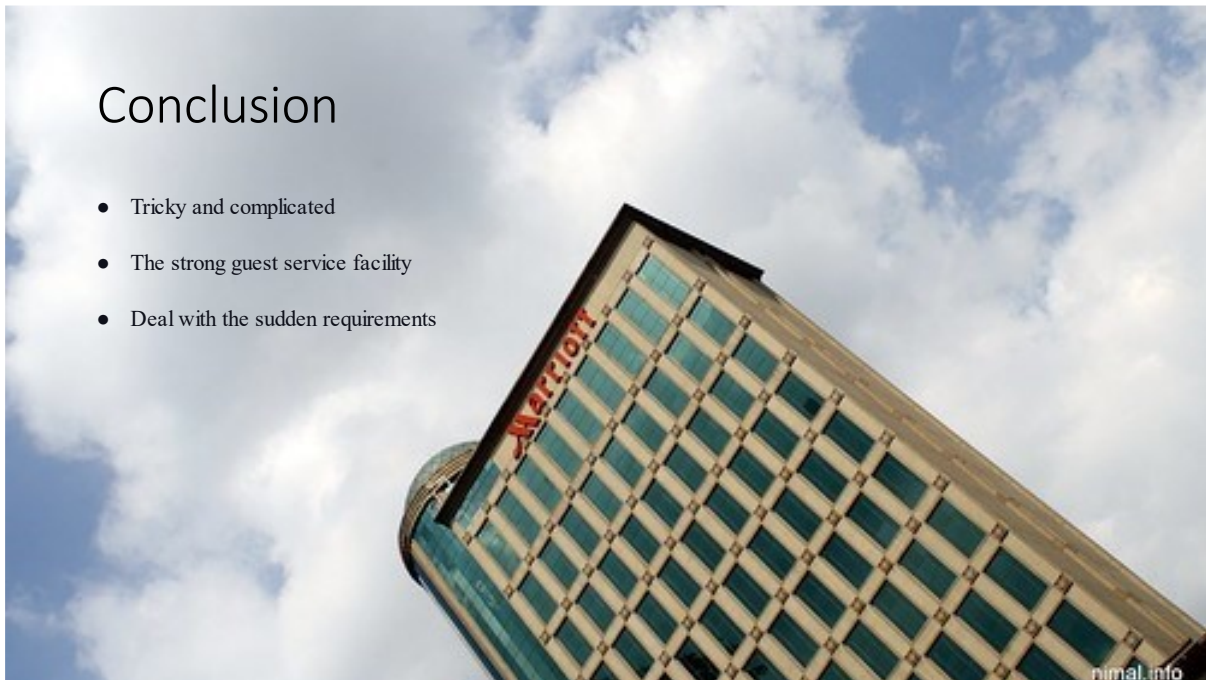
Meeting/Exceeding guest expectations

- Vital factors of every hotel
- Build a promising and trustful relationship (McLean and Barhorst, 2022)
- Focuses on the expectations and needs of the customers



Conclusion

- Tricky and complicated
- The strong guest service facility
- Deal with the sudden requirements



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