

THE ROLE AND IMPORTANCE OF QUALITY
SERVICE, HOSPITALITY, AND GUEST SERVICES
WITHIN THE HOTEL INDUSTRY
– HOTEL MOXY, MARRIOTT INTERNATIONAL.



Module: Hospitality and Guest Services

Module code: BMIH4003

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INTRODUCTION

- ◉ Managers try exceeding the expectations of guests through quality services
- ◉ Economic recovery- spur in tourism and hospitality - importance of quality service

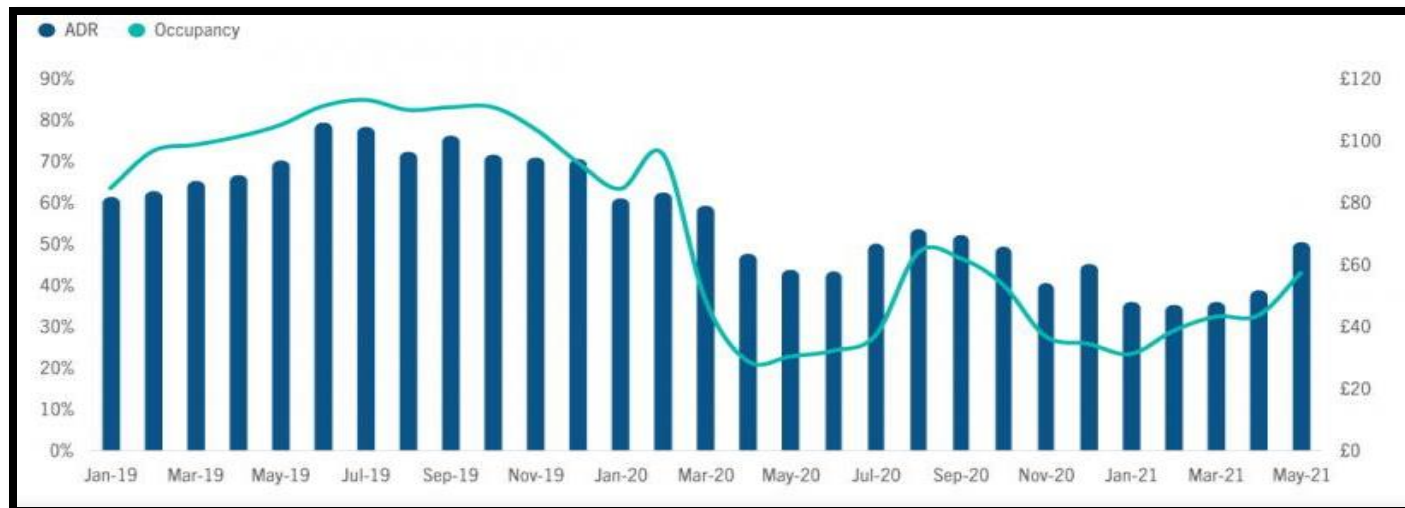


Figure 1: UK's Hotel Occupancy and Average Daily Rate
(Source: STR, 2023)

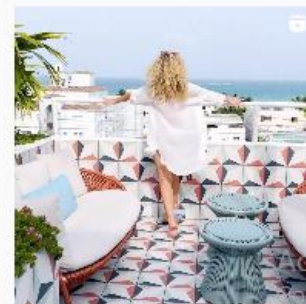
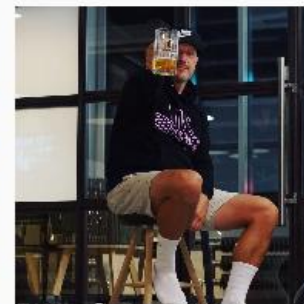
HOTEL MOXY, INTERNATIONAL

⦿ Breaks the idea of conventional hotel stay

- Check-in bars
- Small yet smart bedrooms
- Vibrant social spaces

⦿ Special Offers

- Home Game
- Stay and Play
- Work Hard, Play Hard



MAIN CONSUMERS

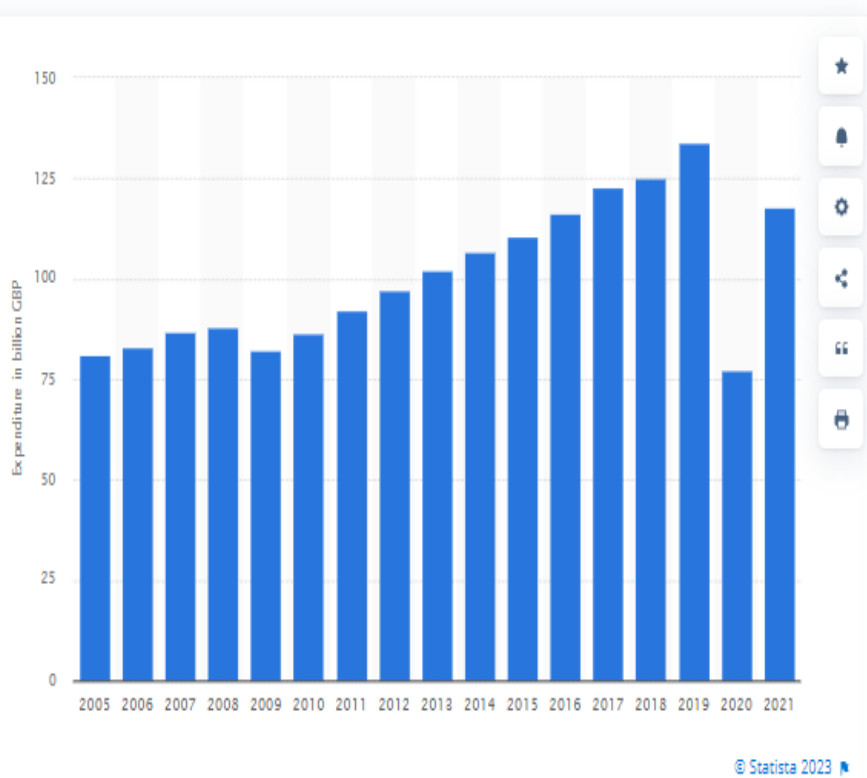


Figure 2: Rising consumer spending on hotels
(Source: Statista, 2023)

- Rising consumer spending on hotels
- **STP model**
 - Segmentation - dividing the market into specific groups
 - Targeting- is identifying which segment can be aligned with the brand's marketing
 - Positioning- offer products or service that appeal to the audience (Musa *et al.*, 2019)

MAIN CONSUMERS... CONTD.

- ◉ Consumer segments considered by

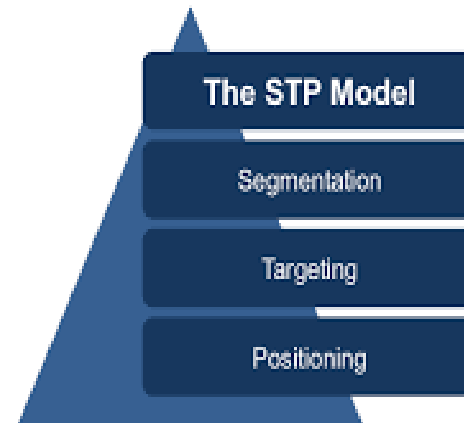
- Age
- Income

- ◉ Targeted segments

- Youth
- Upper middle and High income earners

- ◉ Positioning

- Luxury branding for young customers
- vibrant, fun and unique atmosphere.



GUEST SERVICES

- ◉ On-site paid parking
- ◉ Pets allowed
- ◉ Latest Technology
- ◉ They offer food and drinks all day
- ◉ The services are very quickly delivered
- ◉ Free Wi-Fi



GUEST SERVICES... CONTD.



- ◉ Sound proof rooms
- ◉ No smoking rooms
- ◉ Flatscreen TV
- ◉ Air conditioning
- ◉ Housekeeping

IMPORTANCE OF ROLE AND FUNCTION OF GUEST SERVICES

◉ The main role of a guest service representative is to ensure guests' comfort during their stay. The functions are:

- Check-in, check out
- Guest reservations
- Front desk
- Individual request



IMPORTANCE OF HOSPITALITY

- ◉ Commitment amongst team workers
- ◉ Communication skills
- ◉ Good leadership and organisation
- ◉ Well knowledge about health and safety



MEETING EXPECTATIONS

CONSUMER

- Customer expectations are met through the satisfaction of service quality factors:



CONCLUSION

- ◉ Case analysis of Moxy Hotel of Marriott International
- ◉ The presentation has identified about the importance of guest services
- ◉ Employees must be well equipped to meet the service requirements

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THANK YOU.