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Table of Contents

Introduction	3
Hotel brand's main consumers	3
Outline the nature, scope and role of the guest services	4
Nature	4
Scope	4
Role	4
Facilities that are provided to these guests	4
The need to consider the role and function of guest services in general	5
Importance of Hospitality	5
How hotels meet/exceed guest expectations	5
Conclusion	6
Reference List	7



Introduction

- The presentation is focused on highlighting the key features of the JW Marriott hotel brand and its performance in the hospitality industry
- JW Marriott is a part of Marriott International and is a luxury hotel brand
- The brand was founded by J. Willard Marriott and the brand is named after him
- The brand has been popular for its luxurious accommodations, upscale amenities and options for high-end dining experiences (Jw-marriott.marriott.com, 2023)
- The JW Marriott hotels are spread globally over several resort destinations and major cities like Europe, the United States, the Middle East and Asia among others (Jw-marriott.marriott.com, 2023)



Hotel brand's main consumers

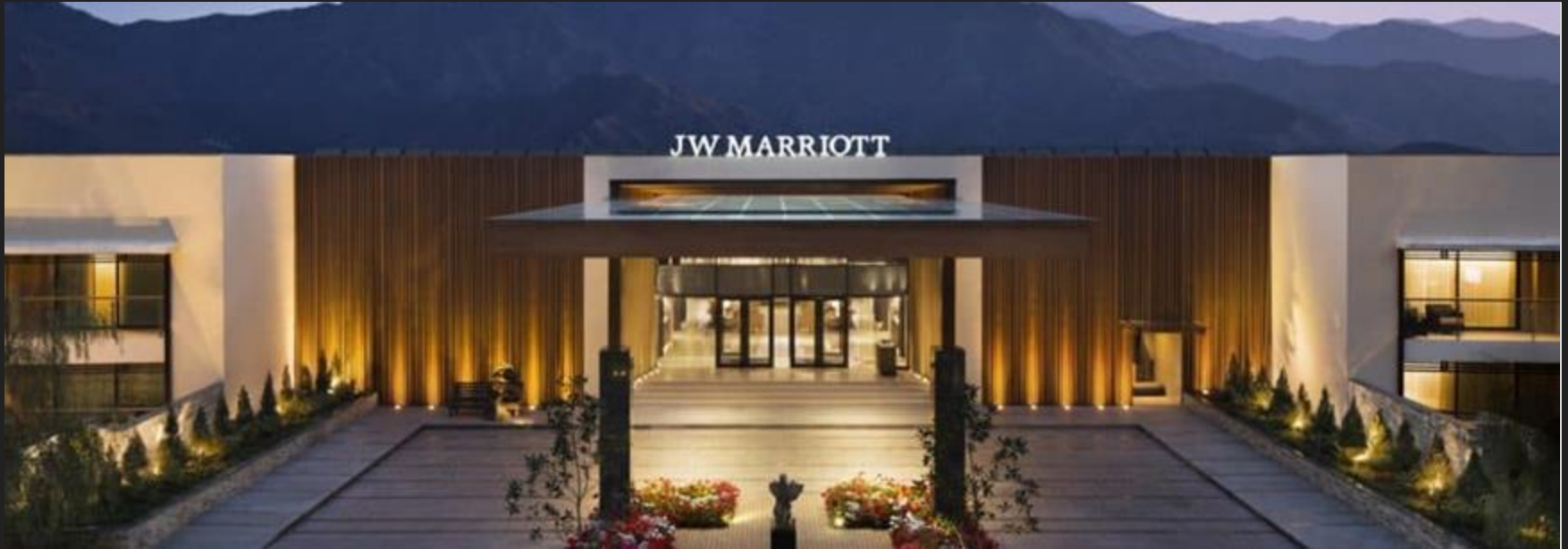
- Luxury travellers are typically the main consumers of JW Marriott hotels
- The luxury travellers include both leisure travellers and business travellers
- These consumers are interested in seeking upscale amenities and accommodations
([Instituteofhospitality.org](https://www.instituteofhospitality.org) 2023)
- The brand provides high-end services and luxurious properties to appeal to these travellers (Jw-marriott.marriott.com, 2023)
- These travellers are looking for upscale and indulgent experiences
- Entrepreneurs, executives, and professionals attending business events, meetings and conferences are the business travellers that chose this brand

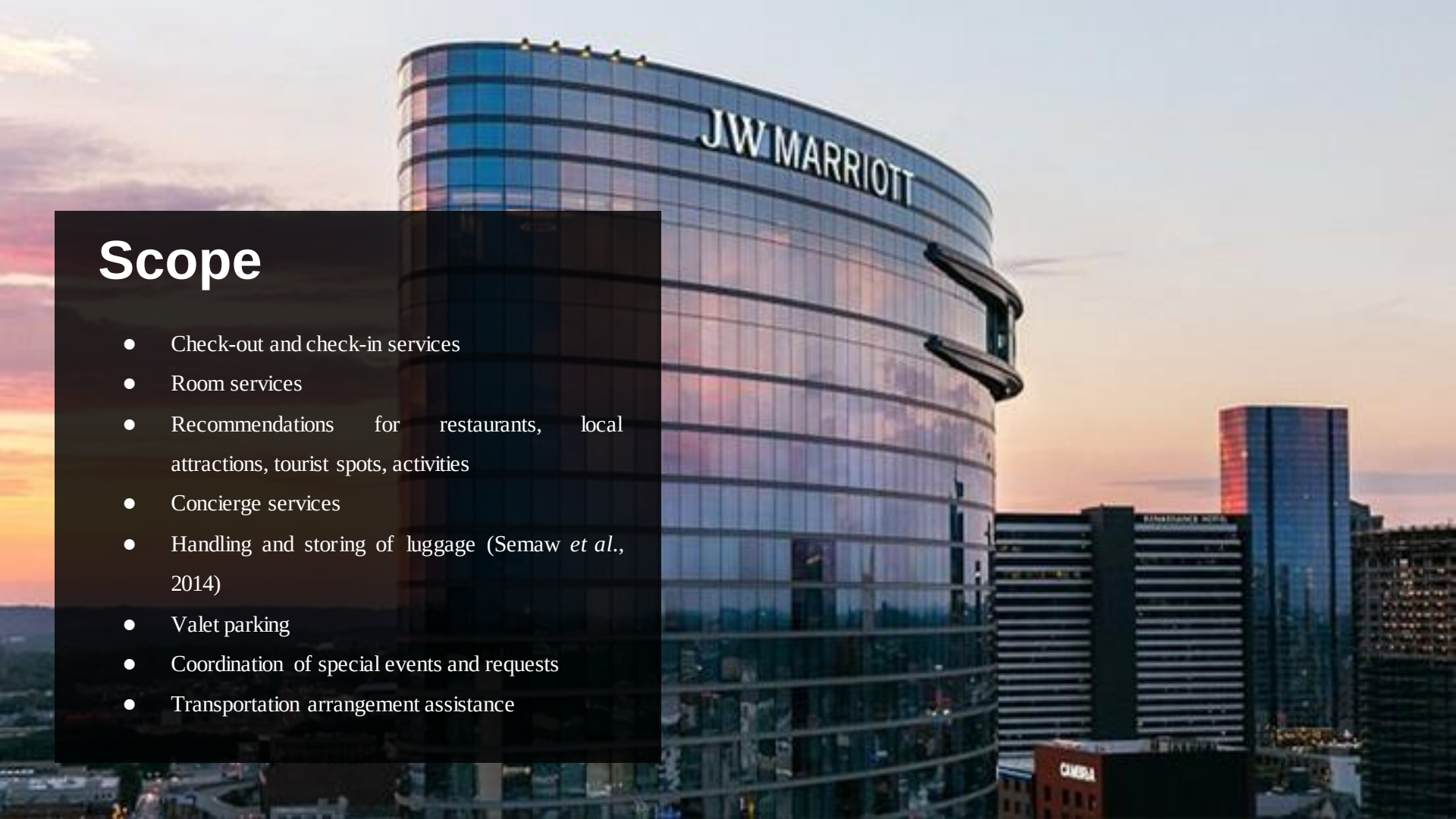


Outline the nature, scope and role of the guest services

Nature

- Attentive and personalised care to customers is the main focus
- Enjoying and memorable stay
- Staffed with professionals who have wide experience in the hospitality industry (Wood, 2020)
- Trained professionals who are skilled to anticipate and full needs of guests



A photograph of a modern, curved glass skyscraper, the JW Marriott, reflecting the sunset sky. The building is the central focus, with other city buildings visible in the background. A dark semi-transparent rectangle is overlaid on the left side of the image, containing the title and a list of services.

Scope

- Check-out and check-in services
- Room services
- Recommendations for restaurants, local attractions, tourist spots, activities
- Concierge services
- Handling and storing of luggage (Semaw *et al.*, 2014)
- Valet parking
- Coordination of special events and requests
- Transportation arrangement assistance

Role

- The guest service department is responsible for creating a hospitable environment
- The guest service department is responsible for welcoming the guests
- The guest service department is responsible for providing guests with personalised attention (Vallen and Vallen, 2009)
- The guest service department is responsible for ensuring all needs are met
- The guest service department is responsible to establish a pleasant first point of contact
- The guest service department is responsible for setting the tone of the positive experience for the guests (Ali *et al.*, 2019)



Facilities that are provided to these guests

- A range of suites and guest rooms, premium suites, executive suites, premium bedding, flat-screen TVs, luxurious bath products, high-quality furnishings and more (Jw-marriott.marriott.com, 2023)
- Variety of dining options like lounges, bars, casual eateries, restaurants, regional and international cuisines, locally sourced and fresh ingredients
- Fitness centres, wellness facilities, spas, training equipment, cardio equipment, facials, massages, range of treatments, body wraps (Horner and Swarbrooke, 2020)



A rooftop swimming pool at dusk, illuminated with blue and green lights. The pool is surrounded by a glass railing. In the background, a city skyline is visible under a twilight sky with purple and blue hues. The pool area is partially covered by a dark, semi-transparent overlay containing text.

The need to consider the role and function of guest services in general

- The main focus of guests services is to ensure guest satisfaction
- The stay should be memorable, enjoyable and comfortable
- The needs and preferences of the guest can be identified in order to tailor amenities and services (O'Gorman, 2010)
- The function of guest services is needed to be considered to ensure that positive experiences are repeatedly provided to guests as guests with positive experiences are likely to return and recommend the hotel to others



Importance of Hospitality

- A high level of hospitality helps in increasing the satisfaction level of guests
- Hospitality also helps in improving cultural exchange and creates opportunities for guests to experience local cuisine, costumes and traditions
- Helps in promoting a deeper understanding of different cultures
- The hospitality industry plays a vital role in improving the economy of any country, generating revenue and jobs (managementtoday.co.uk, 2023)

How hotels meet/exceed guest expectations

- By ensuring guest satisfaction
- Ensuring that positive experiences are repeatedly provided to guests
- By tailoring amenities and services according to the needs and preferences of customers
- By providing personalised services and helping with any requests or queries (Instituteofhospitality.org, 2023)
- By providing a comfortable and relaxing experience with all amenities and spaces required



Conclusion

- The brand has been popular for its luxurious accommodations, upscale amenities and options for high-end dining experiences (Jw-marriott.marriott.com, 2023)
- Luxury travellers are typically the main consumers of JW Marriott hotels
- Attentive and personalised care to customer is the main focus
- The guest service department is responsible for creating a hospitable environment
- The guest service department is responsible for welcoming the guests (Horner and Swarbrooke, 2020)
- A range of suites and guest rooms, premium suites, executive suites, premium bedding, flat-screen TVs, luxurious bath products, high-quality furnishings and more
- The main focus of guests services is to ensure guest satisfaction
- The stay should be memorable, enjoyable and comfortable (Wood, 2020)



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THANK
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