

BMIH4003

Hospitality & GuestServices

LEVEL4

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Westin Hotel

Global hospitality company

Chain of Marriott Hotel

Offers a loyalty program called Marriott Bonvoy (Marriott, 2022)

Committed to sustainability initiatives

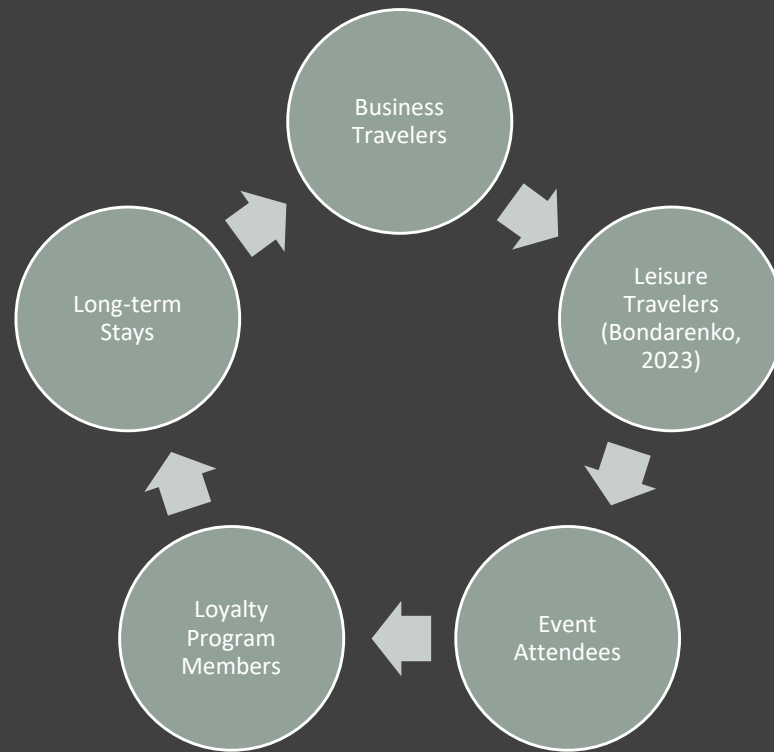
Hilton Hotel & Resorts

Global hospitality company

Founded in 1919 by Conrad Hilton (Hospitalitynet, 2023)

Diverse portfolios such as luxury resorts, budget friendly hotel chains and also business hotels

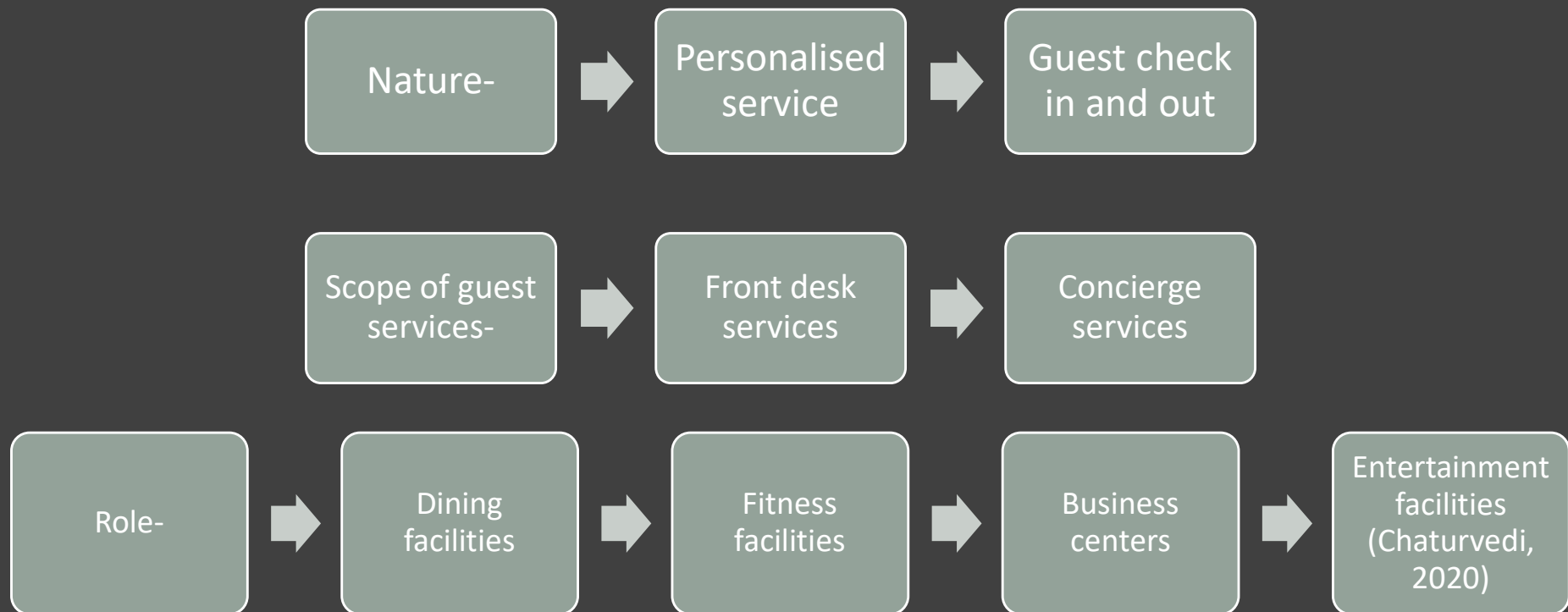
Westin-Marriott Hotel Consumers



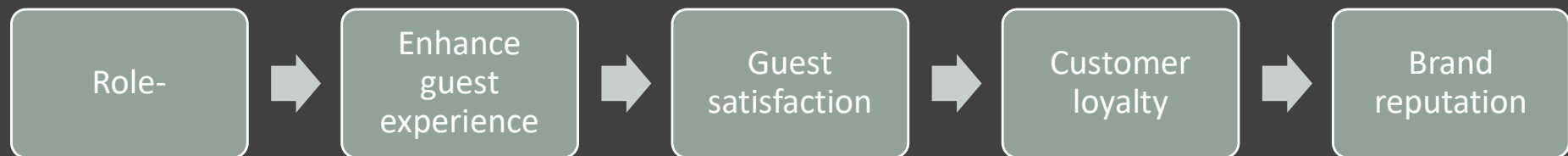
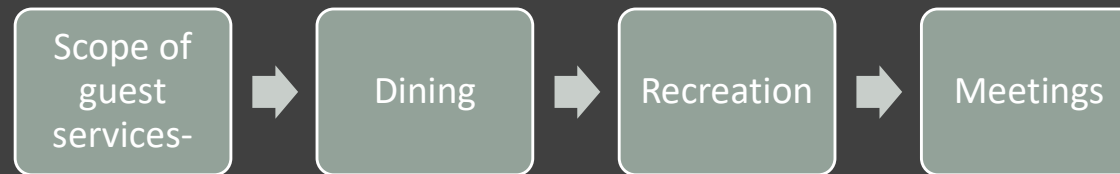
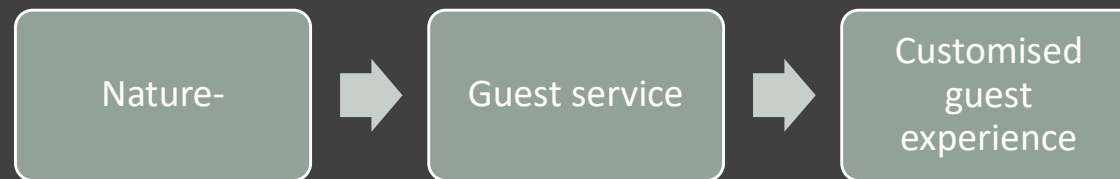
Hilton Hotels & Resorts Hotel Consumers



Westin-Marriott Hotel nature, scope and role of the guest services and facilities



Hilton Hotels & Resorts nature, scope and role of the guest services and facilities



Need to consider the role and function of guest services in Westin-Marriott Hotel

Guest Satisfaction

Customer Loyalty

Competitive Advantage (Ali et al., 2021)

Brand Reputation

Revenue Generation

Need to consider the role and function of guest services in Hilton Hotels & Resorts

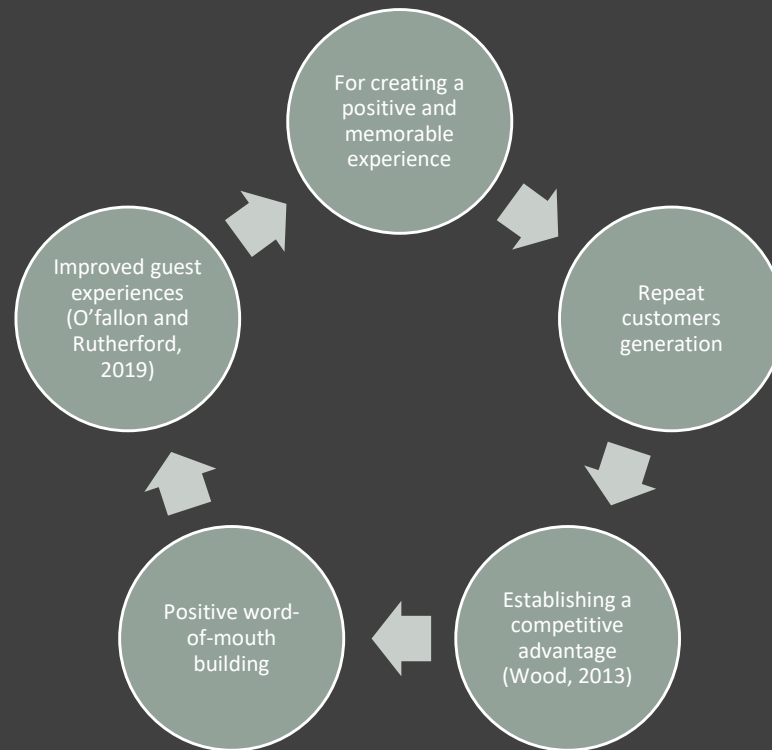
Guest Retention

Employee Engagement

Brand Loyalty

Diversification of Services (Johnston, Clark and Shulver, 2012)

Importance of Hospitality



Ways hotels meet guest expectations

Clear Communication

Personalization

Exceptional Service

Quality Facilities and Amenities

Attention to Detail

References

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