

MARRIOTT INTERNATIONAL:



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Introduction:



This presentation uses JW Marriott as a case study to highlight the value of excellent service and hospitality in hotels.(Brotherton,2012)



Examining the hotel's primary clients, the services provided, and the methods used to assure guest happiness is the goal.(Fortune,2023)



The conversation will also cover how resorts like JW Marriott work to meet and surpass visitors' expectations.(Pratten,2003)



Briefly introduce your chosen hotel brand

- JW Marriott it is widely known as a luxury hotel and resort chain, part of the extensive portfolio of Marriott International, one of the world's largest hospitality companies.(Marriott International,2021)
- JW Marriott, named after Marriott International's founder, J. Willard Marriott, it is all about the company sophisticated and luxury services that it is providing for a lot of times.
- The company has more than 100 locations around the world being recognized for its luxury and unique services in terms of this. The brand's mission is to promote a sense of well-being and create memorable experiences for its guests.(Marriot International,2023)
- Its target demographic is primarily affluent travelers who are looking for high-quality accommodations, service, and a variety of amenities.

Main Consumers:

- JW Marriott's primary consumers are affluent business and leisure travelers who are looking to enjoy a stay at a value comfort and with unique and luxury services.
- Therefore are this between the age of 30-60.
- Business Travelers: JW Marriott is renowned for its state-of-the-art business facilities, including conference rooms, high-speed internet, and business centers. This it is making businessmen to visiting the hotel and stay at it as those are willing to pay a high price for this.(Deloitte,2021)
- Leisure Travelers: The brand also appeals to high-income vacationers who are looking for a luxury experience. These are those that are valuing the wellness and other amenities that these luxury hotels are offering in terms of the fitness centers, fine dining restaurants, and its commitment to curating local experiences.(Walker,2010)
- International Travelers: With its strong global presence, JW Marriott is a preferred choice for international travelers that are trusting a lot the brand.
- Luxury Event Planners: As mentioned above as the company it is offering relevant event spaces and other related it is more simple for this company to attract those that are looking to have a wedding , party so luxury event planners people are those that are renting the places of JW Marriott.(Fortune,2023)



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Hospitality Net

Outline the nature, scope and role of the guest services and facilities that are provided to these guests by the hotel brand

- JW Marriott, as a luxury brand, provides a comprehensive suite of guest services and facilities.
- These are in terms of the designed to cater different preferences as it is offering a lot of choices for its customers.
- Accommodation: JW Marriott prides itself on its luxurious accommodations, which are thoughtfully designed with an emphasis on comfort and aesthetic appeal and they have 24/7 room service, Wi-fi and other related in terms of flat-screen TVs, and offer 24/7 room service.(Sigala et.al 2012)
- Culinary Experiences: With a rich culinary heritage, JW Marriott hosts restaurants and bars that serve an array of global cuisines, curated by some of the world's best chefs.
- Wellness Services: As mentioned it is offering a lot of services related in terms of spas, fitness, hotels,
- Business Amenities: JW Marriott provides a range of business services, including fully equipped business centers, meeting spaces, and event venues. (Brotherton,2012)
- Concierge Services: The concierge service at JW Marriott is there to help with all kinds of things. They can book tables at restaurants, arrange for a taxi or other transportation, and even give advice on local places to visit.
- Cultural Engagement: it is diverse being aware of the cultural differences offering services for all types of local culture based on the destination where the hotel is.(Deloitte,2021)

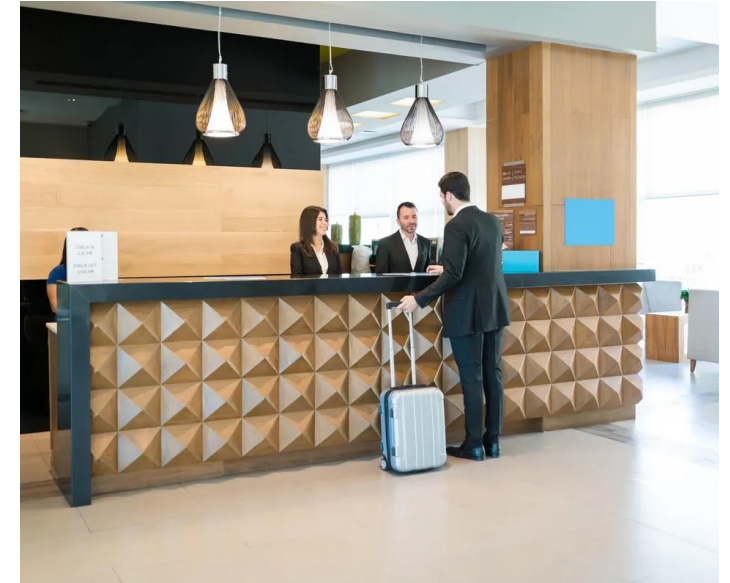
Outline the nature, scope and role of the guest services and facilities that are provided to these guests by the hotel brand

- The range of services and facilities at JW Marriott underpins the brand's commitment to delivering a luxurious and unique experiences.
 - Boosting Guest Satisfaction: a lot of services a lot of choices.
- 1.Crafting Unique Experiences: uniqueness in terms of the diversity covers diverse cultures.(Fortune,2023)
 - 2.Fostering Brand Loyalty: Consistent delivery of excellent services across the globe aids in building and maintaining brand loyalty among guests.(Marriott International,2023)



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

- The Importance of Guest Services in the Hospitality Industry
- Guest services play a crucial role in the hospitality industry.
- They are the connection or more exactly the " touchpoints" that directly interact with guests, shaping their overall experience and perception of the hotel.(Sigala and Gretzel,2012)
- Enhancing Guest Experience: They start to assure that they offer to customers a memorable stay and they have always assure that are offering clean and comfortable, to fulfilling specific requests, and addressing any concerns promptly
- Building Relationships: They are trying to offer the best and they listen to their customers all the time in terms of their feedback.(Walker,2010)
- Problem Solving: Guest services act as a problem-solving hub. Whether a guest has a complaint, needs assistance, or has a special request, guest services are there to resolve the issue and ensure guest satisfaction.
- Reflecting Brand Values: Guest services are a reflection of a hotel's brand and values and this can easily impact the brand image and of course the perception.
- Generating Revenue: In addition to room sales, the spa and other facilities are contributing a lot to the hotel's revenue.(Fortune,2023)



Discuss the importance of hospitality and how hotels meet/exceed guest expectations



Understanding Guest Expectations: Hotels use market research and customer feedback to understand guests' expectations.(Hayes and Ninemeier,2009)



Employee Training: Staff are trained regularly to provide outstanding service. Problem-solving, communication, cultural understanding, and more are covered.



Hotel services are becoming more personalised. This could involve tailoring recommendations, room layouts, or special occasions.(Reuland et.al 2005)



Quality Control: Hotels use strict quality control to maintain high standards across all operations. From hygiene to food and beverage services.(Walker,2010)



Overdelivering: Hotels attempt to surprise clients with unexpected additions or services. Possibly a free birthday cake or room upgrade.

Conclusion:

- JW Marriott was used to demonstrate the importance of hospitality in hotels.
- Good service and hospitality make guests happy, acquire repeat customers, and boost the hotel's reputation.
- Nice rooms, helpful personnel, and local experiences make the stay memorable and help the hotel make money.
- To make guests happy, hotels should go above and above.
- Successful hotels prioritise guests. JW Marriott can teach us a lot.

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