

MARRIOTT HOTEL ANALYSIS

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Table of Contents

Background of Marriott Hotel Chains	3
Marriott's customers and their expectations from the organization.....	4
SWOT Analysis	5
Role of the employees within the organization.....	6
Training and development and its important	7
Front Desk Agent role in Marriott Company.....	7
Conclusion	9
References.....	10

Background of Marriott Hotel Chains

Marriott Hotel Chains is a multinational hospitality firm based in America. The organization engages in operations and franchise of hotels, timeshare properties, and residential. The company manages a broad portfolio of hotels as well as related lodging facilities. It is the third largest hotel chain globally. The organization contains 30 brands across the globe with 7003 facilities in different countries. The mission of the hotel is: 'to enhance the lives of our customers by creating and enabling unequalled vacation and leisure experience' (Marriott International, 2020). The vision of the company is: 'to be the world's favorite travel company'. Besides, the goal of the company is to have a legacy of excellence in its operation in service industry (Marriott International, 2020). The organization has been successful for almost a hundred years. The success of the company is owed to the vision and use of work ethics as well as the organizational culture.

The values of the company include putting people first and pursuit of excellence. Also, the company embraces change in all aspects of its operations to keep its processes updated (Marriott International, 2020). The hotel chain acts with integrity and the aspect is enforced on all employees. In addition, it focuses on serving the world in terms of having commitment not only to the direct customers but to the society at large.

The hotel contains a flat structure containing decentralized decision making. Therefore the guests in the hotel require quick answers to their questions and the personalized nature of their demands. The structure of Marriott Hotel Chains entails categorization of its many branches according to the standards of the services provided. The brands fall under the categories namely luxury, select, premium, and longer stays (Marriott International, 2020). The luxury category is the provides the highest quality services and amenities. The category contains brands including

classic luxury and distinctive luxury. While the classic provides traditional experience, Distinctive is contemporary in nature, Premium category provides sophisticated amenities and services containing brands including protea, classic select, and distinctive select. Select category is more economic providing easy and smart amenities containing brands including Protea, Classic Select, and Distinctive select. Besides, longer stays are more residential in nature and provides services and amenities that show comfort of home.

The company operates within hospitality industry. The industry is a broad service field that include food and drinks services, lodging, theme parks, event planning, and transportation, among others. In other words, hospitality industry is connected to the provision of services surrounding pleasure, luxury, experiences, and enjoyment. Sectors within the industry include accommodation, bed and breakfast, hotels, motels, resorts, and service apartments.

Marriott's customers and their expectations from the organization

Marriott International contains approximately 44 million customers for each month (Marriott International, 2020). The customers for the Marriott hotels are the individuals who seek pleasure and luxury. Some of them are the travelers who explore different part of the world. Others are the tourists and the people who make trips for business and job-related reasons. The customers expect high-quality service provision considering the premium pricing used by the company. They expect effectiveness and efficiency in the provision of services. With the advancement of technology, the customers expect convenience including access of online services in booking rooms and making reservations. The customers expect to receive luxurious services from the reputable company. The goods and services provided by the hotel include in-room dining, maid services, digital TV, entertainment including pool, fitness center, event holdings, security, and parking, among others.

SWOT Analysis

Strengths

- A strong organizational culture. The company contains a strict adherence to its operational norms whereby every worker is expected to follow the culture.
- Its reach across the world: the company reaches many countries across the world and it has established its brand in all these countries.
- Emphasize on innovation: Innovation keeps the company improving its goods and services for the betterment of customers' experience.
- Great competitive advantage: Marriot International is among the leading companies in competitive advantage in the hospitality industry.

Weaknesses

- Excessive focus on service standardization: the strict use of the culture and guidelines has reduced the morale of workers as they operate.
- Overemphasis on expansion: the company has expanded to 131 countries worldwide and still targets on expanding the more. The expansion makes it hard for the company to maintain its standards of operation throughout the many hotels.
- Existing controversies: the company has had several controversies over time and in turn it has marred its image. One of the latest controversies in the company is blocking of personal Wi-Fi for the customers.

Opportunities

- The continuous shift in consumer behavior in the hospitality industry: People nowadays are for the choice of staying in luxury hotels as they travel. This creates an opportunity for the hotel to gain more customers.
- Big unexploited markets: Marriott can choose to expand its operations to the markets that it has not yet exploited for new opportunities.
- Increase in international travel of the customers
- Emphasis on personalization: Most people nowadays go for personalized services. Provision of such services would attract more customers for Marriot International.

Threats

- Stiff competition: The organization faces stiff competition from other hospitality companies. The competitors include Hilton hotel and Novotel who constantly make effort to be the market leaders.
- Economic recession: the global economic recession has affected hospitality industry significantly. With the recession, most customers spend their money on non-luxury products.
- Vulnerability to attacks by terrorists: Hospitality companies are increasingly vulnerable to attacks from terrorists. This may make customers to hold off from seeking services.

Role of the employees within the organization

The employees at Marriott International company are subjected to high expectations by the management in terms of their level of performance. They build an employee culture that guides their operations and works in motivating each other to work more devotedly. On the other hand, individual growth is encouraged and highly appreciated in the organization. Besides, they thrive to make the community and working environment a good place. The employees enable the

company to achieve its goals through making their contribution in executing the allocated responsibilities. The managers in the company set individual goals for the workers, which align with the overall organizational goals. Beyond, the workers make input in the company through continuous professional development. The workers undertake the training programs available for them. Further, they develop ideas for the sake of continuous innovation in the company.

Training and development and its important

Training is a process that provides the workers with the skills and competence required to conduct their present job roles. Development is process of learning with long-term focus in mind. Training and development provide both the workers and the company with great benefits. Essentially, it continually improves the performance of the workers and the company benefits from increase in productivity. Training and development help a company in addressing the weaknesses of its workers while enhancing their strengths. In addition, training is important in improvement of individual employees' performance. In turn, the company has confidence of containing a workforce that align with the required competences. Consequently, the workers can achieve the objectives set for them. With this, they achieve job satisfaction and develop loyalty towards the company.

Front Desk Agent role in Marriott Company

The role of Front desk agent in Marriott International Company is to greet and escort the customers in the rooms. The agent is also responsible for assisting the guests in ways such as opening the door for them and taking their luggage as they check in and out of the properties (Indeed, 2020). In addition, the agent informs the guests of the services available for them and arrange transportation for the customers. The parking procedures should be well explained to the guests by the front desk agent. The company expects the agents to follow all the safety and

security procedures adequately as they conduct business operations. Further, the agent should answer and make all telephone calls as required by the company. This comes together with making reservations as requested and required by the customers.

The roles of Front Desk Agent are of great importance to Marriott International Company. The agent is responsible for creating the overall image of the company and the services provided at Marriott Company. This is the first point of guests' interaction with the hospitality services. Therefore, effectiveness at the Front Office stir up high expectations of the customers on the services they shall receive in the hotel. The interaction of the agent with the customers give an impression of the effectiveness and efficiency of services and products provided. Also, the experiences customers attain from the Front Desk influence the future decisions of the guests regarding whether to come back for other services in future.

Skills and knowledge for front office Agent

The Front Desk Agent is required to be of professional and neat appearance. Secondly, the agent should contain effective communication skills considering the essence to interact with clients. The skills required are both written and verbal communication skills. In addition, the Agent is required to have the ability to remain calm even under pressure (Indeed, 2020). Besides, the role requires organization and keenness on details as well as strong interpersonal skills. Flexibility and guest service are needed for the Front Desk Agent role.

Training and development requirements need to be considered

Front Desk Agent in Marriott International Company requires continuous training and development to keep gaining even more skills and competence in line with their profession. The aspects covered for training and development of the Agents includes effective communication

and social skills. In addition, training offered covers proper organization skills as well as overall presentation of individuals to be accepted by the guests. The agents shall receive training on the quality assurance standards and safety procedures expected of them. Besides, they shall be trained about handling clients' information with confidentiality. Marriott International Company provides training and development programs which are made available for all employees.

Conclusion

Marriott Hotel Chains is a big multinational company that has established many hotels across 131 countries in world. The company conducts its operations withholding high standards to ensure customer satisfaction. The organization is very keen in ensuring to work within the standards of its culture. Alternatively, standardized services and goods are ensured in all the hotels and facilities. The mission and vision of the company guides its operations as the goals set align with them. Also, training and development are taken with great importance whereby it is mandatory for the employees to take part in the training programs provided by the company. Besides, the staff recruited are ensured to contain all the skills and knowledge required for the job role.

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