

▶ THE ROLE OF GUEST SERVICES,
HOSPITALITY AND QUALITY SERVICE IN
HOTEL INDUSTRY

▶ CASE STUDY OF PROTEA BY MARIOTT

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INTRODUCTION

- Protea Hotels by Marriott is a South African hotel chain that provides its guests with a variety of services and amenities. With over 100 hotels across Africa, Protea Hotels offers visitors a one-of-a-kind experience that embodies the soul of Africa.
- This presentation will cover a variety of topics related to Protea Hotels by Marriott, such as a review of the their brand, its target demographic, and the facilities and services accessible to guests. It will also look at the function of guest services in ensuring guest happiness, the value of personalised service, quality control measures, and the role of hospitality in the hotel sector.



PROTEA HOTELS BY MARIOTT

- From business to leisure travellers, Protea by Marriott is an hotel company that offers lodging and eating options to a wide variety of customers (Protea Hotels by Marriott, 2021).
- According to Protea Hotels by Marriott, 2021, the company is a division of Marriott International, a global conglomerate that manages hotels and resorts in more than 131 nations. Protea by Marriott is well-liked by clients looking for a high-end hotel experience that blends regional cuisine, culture, and design features into its services (Protea Hotels by Marriott, 2021).
- According to O'Fallon and Rutherford (2010), Marriott International's dedication to brand coherence and client pleasure has helped Protea by Marriott garner a devoted following from its customers.





GUEST SERVICES AND FACILITIES

- To make sure that its visitors have a comfortable and memorable stay, Protea by Marriott provides a variety of guest services. In addition to daily housekeeping, laundry, and concierge services, these offer 24-hour room service (Protea Hotels by Marriott, 2021).
- The hotel also gives visitors access to a range of amenities, including swimming pools, fitness centres, dining establishments, and bars. Additionally, certain hotels operating under the Protea by Marriott brand provide meeting space, an airport shuttle, and spa facilities (Protea Hotels by Marriott, 2021). Protea by Marriott hopes to give its visitors a memorable experience throughout their stay by offering these amenities and services.

ROLE OF GUEST SERVICES

- In the hotel industry, providing excellent guest services is crucial to retaining and attracting repeat business from clients (O'Fallon & Rutherford, 2010). To provide a relaxing and happy stay, guest services may include offering assistance, information, or other forms of support.
- Depending on the hotel, Protea by Marriott may offer a different range of guest services, but they typically consist of front desk assistance available around-the-clock, housekeeping, room service, and a concierge desk (Protea by Marriott, n.d.).
- According to Johnston et al. (2012), the purpose of guest services is to anticipate and satisfy guests' requirements while exceeding their expectations and ensuring their satisfaction. This encourages positive evaluations and repeat business.



EMPOWERMENT OF GUEST SERVICES

- In order to guarantee customer loyalty and happiness, guest service workers must be empowered. They can offer individualised and effective services more effectively if you give them the knowledge, resources, and power to handle customer difficulties. This might lead to happier visitors, flattering feedback, and more money coming in.
- Furthermore, empowered employees may be more motivated and invested in their work, which can result in lower staff turnover and improved morale (Heppell, 2015). Protea by Marriott, which has won multiple awards for providing exceptional customer service, is proof of the advantages of guest service empowerment (Protea Hotels by Marriott, 2021).



MEASURING GUEST SERVICES

- In order to guarantee customer happiness, Protea by Marriott recognises the value of measuring guest services. Utilising questionnaires and feedback forms that are frequently delivered to guests to complete, guest satisfaction is evaluated. The surveys are made to gather opinions on a range of elements of the visitor experience, such as cleanliness, food quality, staff response, and amenities.
- To make sure that customer issues are handled promptly and effectively, the hotel also keeps track of client complaints and response times. Protea by Marriott can pinpoint areas for growth and make adjustments to improve the guest experience by measuring the quality of its services.
- This emphasis on customer satisfaction promotes brand loyalty and produces favourable word-of-mouth referrals. (Valléen and Vallen, 2014; O'Fallon and Rutherford, 2010)



HOSPITALITY

- The hotel industry needs hospitality since it allows for them to create a warm and comfortable environment for visitors, ensuring their contentment. It entails delivering individualised, attentive services that meet or surpass visitors' expectations. Hotels may exceed visitors' expectations by offering cosy lodging, top-notch food and drink, and first-rate customer service.
- By anticipating their wants, providing unanticipated luxuries or services, and designing individualised experiences, they can go above and beyond their customers' expectations. In order to surpass customer expectations and produce unforgettable experiences, Protea by Marriott hotels, for instance, offer guests locally inspired cuisine, personalised experiences, and distinctive amenities like African-themed spas and safari excursions (Protea Hotels, 2021).





PERSONALIZED SERVICES

- The hotel sector depends heavily on personalized service. It entails developing special guest experiences based on their particular interests and requirements. Protea by Marriott understands the value of tailored service in fostering customer loyalty and satisfaction.
- In order to do this, the hotel trains its personnel to anticipate the wants and needs of its guests and to make the required preparations to cater to those needs. Additionally, Protea by Marriott offers individualized extras like personalised meals, welcome messages, and presents.
- The hotel continuously improves and customizes its personalized services based on input from its guests. In addition to raising customer loyalty and improving client pleasure, offering personalized services to visitors also benefits the hotel. (2010) O'Fallon and Rutherford

QUALITY ASSURANCE

- Protea by Marriott places a high priority on quality control procedures to guarantee customer satisfaction. Regular inspections, personnel education, and input from visitors via surveys and online reviews are some of these safety precautions. The hotel's amenities, guest rooms, and public areas are regularly inspected to make sure they adhere to the brand's standards for sanitation, upkeep, and security.
- In order to guarantee that staff employees are competent and skilled in providing high-quality services, employee training courses are also made available. Surveys and online reviews are utilized to get feedback from visitors, which is then used to pinpoint areas for development and make sure that visitors' demands are satisfied.
- These quality control procedures are essential for upholding the Protea by Marriott brand's reputation and guaranteeing that visitors have a pleasurable stay.



CONCLUSION

- The presentation's main points focused on the amenities, guest services, and quality control procedures offered by Protea by Marriott.
- There was also discussion about the value of hospitality and individualized customer service in the hotel industry.
- Protea by Marriott seeks to guarantee guest pleasure and go above and beyond their expectations by offering first-rate guest services and amenities.
- Tools for accomplishing this goal include empowering guest services workers and assessing guest services.
- It is obvious that providing excellent guest services is essential to ensuring a great visitor experience, and the hotel sector must continue to give priority to this area of operations.
- By doing this, hotels may create a devoted clientele and keep their market advantage.

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