

THE ROLE AND IMPORTANCE OF QUALITY SERVICE, HOSPITALITY, AND GUEST SERVICES WITHIN THE HOTEL INDUSTRY IN LUXURY

HOTEL JW MARRIOTT

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JW MARRIOTT

Source: Club Marriott, 2023

INTRODUCTION

The renowned luxury hotel chain JW Marriott is recognised for its outstanding services and gracious welcome. Under the Marriott International umbrella, the JW Marriott brand represents the height of luxury and provides visitors with an unmatched level of comfort and magnificence. JW Marriott hotels have a presence all over the world and are renowned for their refined atmosphere, delectable cuisine, and attentive service, making them a popular option for sophisticated travellers looking for luxury and elegance.

JW MARRIOTT'S PRIMARY CONSUMERS



JW Marriott generally serves high-end guests, such as corporate leaders, wealthy tourists, and famous people. These picky customers choose JW Marriott for a variety of reasons. First of all, JW Marriott hotels are the epitome of luxury, providing opulent lodgings, expensive facilities, and unique services that satisfy the sophisticated tastes of the affluent. These customers, who want nothing less than the best throughout their stay, connect with the hotel's dedication to offering a smooth and personalised experience. Second, the JW Marriott places a premium on first-rate service and attention to detail, which guarantees that visitors feel pampered and appreciated during their stay (Harnjo et al., 2021).

Fig 1 (Source: Hotelmanagement, 2023)

NATURE, SCOPE, AND ROLE OF GUEST SERVICES AND FACILITIES

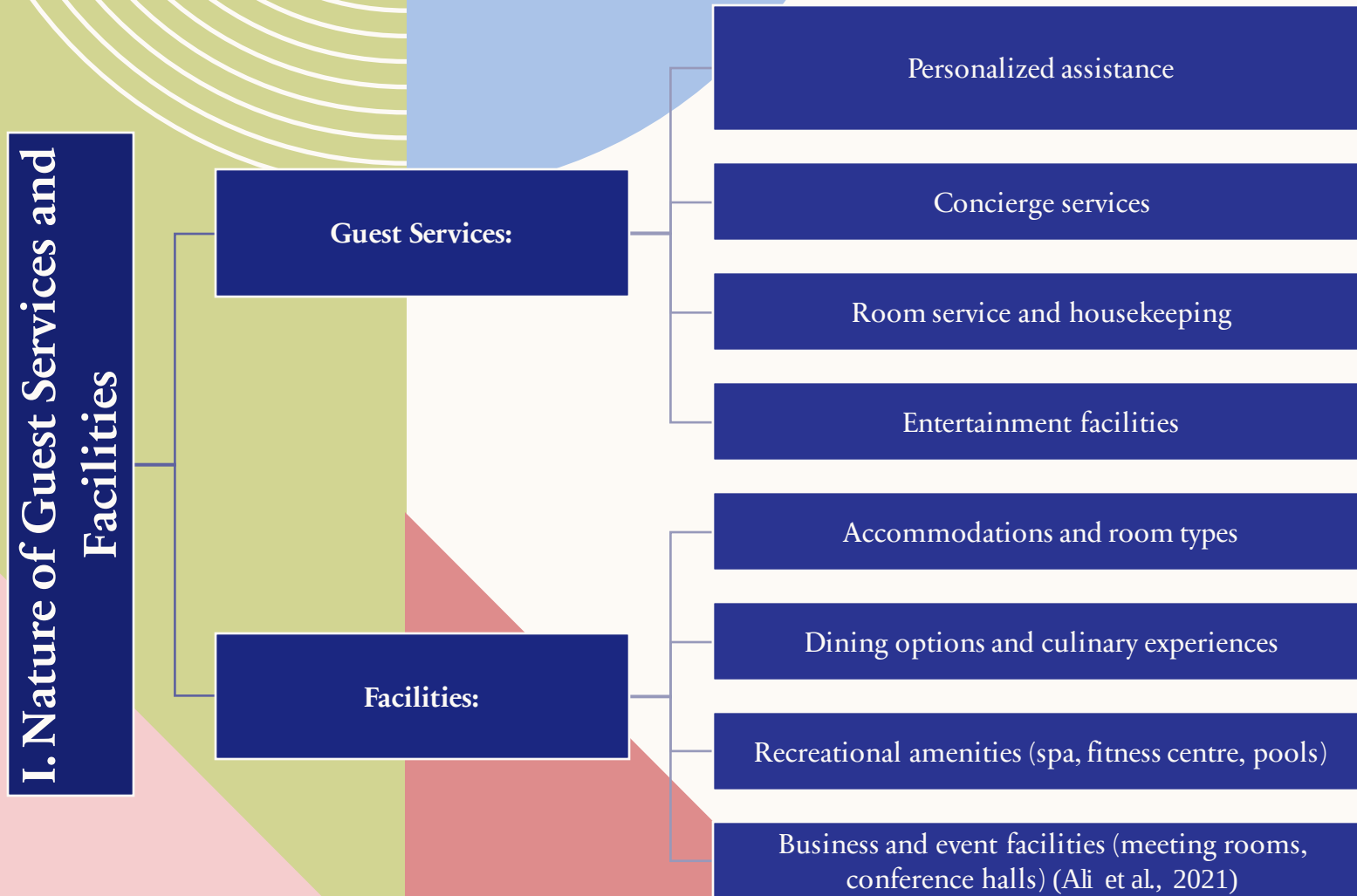


Fig 2 (Source: Pinterest, 2023)

NATURE, SCOPE, AND ROLE OF GUEST SERVICES AND FACILITIES

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Fig 3 (Source: modules.marriott, 2023)

II. Scope of Guest Services and Facilities

- A. Meeting diverse guest needs and preferences
- B. Enhancing guest comfort and convenience
- C. Ensuring safety and security
- D. Creating memorable experiences through unique facilities

III. Role of Guest Services and Facilities

- A. Enhancing guest satisfaction and loyalty
 - B. Differentiating the hotel from competitors
 - C. Generating positive reviews and word-of-mouth publicity
 - D. Increasing revenue through upselling and repeat business
- (Li et al., 2020)

NATURE, SCOPE, AND ROLE OF GUEST SERVICES AND FACILITIES AT JW MARRIOTT

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I. Character of JW Marriott Guest Services and Facilities

- **Personalised Assistance:** JW Marriott employees are educated to offer clients individualised support, making sure their particular needs are satisfied quickly and effectively.
- **Services of a Concierge:** A specialised concierge desk improves visitors' stay by providing knowledgeable suggestions, tour reservations, and other services.

II Resources:

- **Room Types and Accommodations:** JW Marriott offers a variety of lodging options, from classy rooms to opulent suites, to satisfy a wide spectrum of visitor tastes.
- **Food Selections and Chef Experiences:** Renowned chefs offer exquisite dining events that take patrons on a fascinating gastronomic journey.

III. JW Marriott Guest Services and Facilities: Their Purpose and Function

- **Fulfilling the Varied Needs of Guests:** With a wide range of services to choose from, JW Marriott ensures that each guest has a unique and rewarding experience.
- **Improving Guests' Comfort and Convenience:** The hotel raises the bar for comfort and convenience with its painstaking attention to detail and focus on guest satisfaction.

IMPORTANCE OF HOSPITALITY AND MEETING/EXCEEDING GUEST EXPECTATIONS

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I. Importance of Hospitality

- **Creating a Positive Guest Experience:**
 - Hospitality is the cornerstone of guest satisfaction.
 - Warm welcomes and genuine interactions set the tone for a guest's stay.
- **Building Guest Loyalty:**
 - Exceptional hospitality fosters guest loyalty and encourages repeat visits.
 - Positive experiences lead to positive reviews and recommendations, enhancing the hotel's reputation.
- **Differentiating the Hotel:**
 - Hospitality serves as a unique selling point, differentiating hotels from competitors.
 - Personalized service creates emotional connections, making guests feel valued and appreciated (Buhalis and Moldavska, 2022)

Guest satisfaction scores across the hotel experience

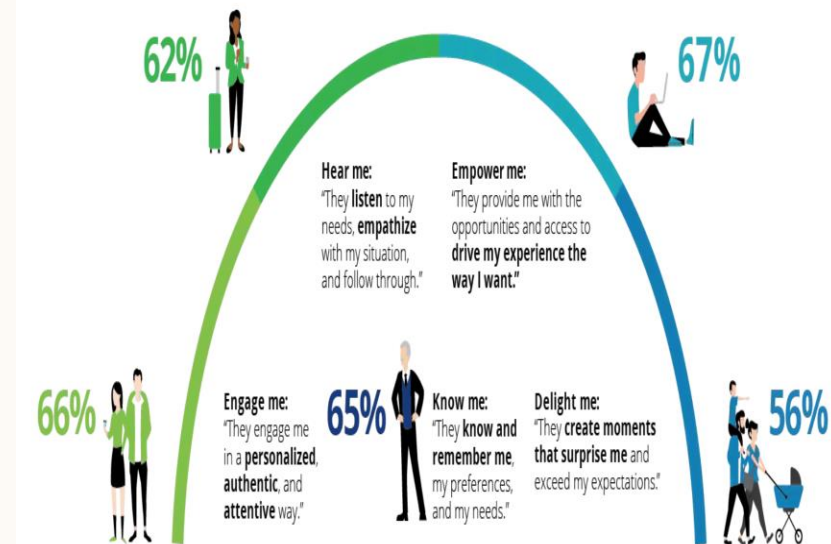


Fig 4 (Source: blog.manetmobile, 2023)

HOW HOTELS MEET/EXCEED GUEST EXPECTATIONS

A. Anticipating Needs:

Hotels anticipate guest needs by understanding their preferences and requirements.

Proactive service ensures guests feel cared for and valued.

B. Attention to Detail:

Attention to small details, from personalized welcome amenities to customized experiences, enhances guest satisfaction.

Thoughtful gestures leave a lasting impression, exceeding guest expectations.

C. Empathetic and Responsive Staff:

Well-trained staff with empathy and excellent communication skills create a positive atmosphere.

Prompt response to guest requests showcases a hotel's commitment to guest satisfaction.

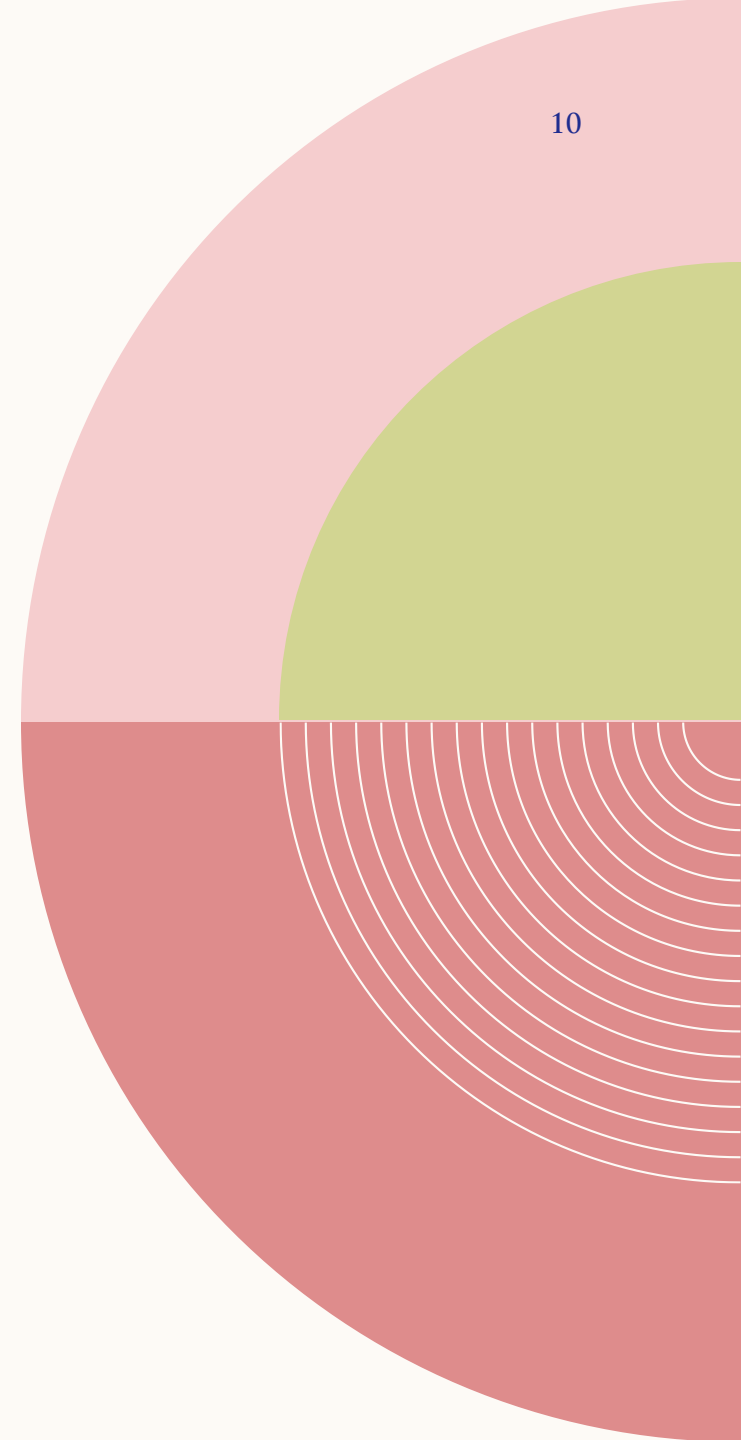
D. Continuous Improvement:

1. Hotels collect feedback and use it to enhance services continually.

2. Adapting to changing guest expectations ensures the hotel remains relevant and appealing (Alzyoud, 2019) .

CONCLUSION

In conclusion, it is impossible to exaggerate how important hospitality is to the hotel sector. It forms the basis for creating excellent visitor experiences, generating contentment, fidelity, and a good reputation. Hotels, especially prestigious ones like JW Marriott, flourish by comprehending and anticipating the demands of their clients, paying meticulous attention to every last detail, and training their personnel to be compassionate and helpful. Hotels can constantly outperform changing guest expectations by embracing a culture of continuous development and adaptability. Genuine hospitality forges emotional bonds with visitors that not only set hotels apart from rivals but also leave them with priceless memories. The dedication to genuine hospitality ensures not only the success of individual establishments but also enriches the wider landscape of travel and hospitality, leaving a lasting impression on every visitor who walks through the doors of these esteemed establishments in a sector where personalised service is paramount.



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