



Operating hotel facilities

Courtyard by Marriott

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Introduction

A well-structured training program is essential to maintain consistent brand representation in Marriott. This essay proposes an employee engagement model that aligns with Marriott's brand standards, incorporates industry best practices, and provides examples to demonstrate its effectiveness.

Sharing examples and best practices from Marriott properties and industry leaders can inspire employees to strive for excellence in employee engagement and training.

Real-world cases can serve as a practical guide for employees to understand engagement principles and brand standards, fostering motivation and engagement. (Noe, 2017)

Employee engagement model

Marriott's onboarding process orients new employees to the company's brand values, culture, service standards, and specific cleaning checklist to maintain cleanliness standards in guest rooms.





Marriott's onboarding process includes introducing new employees to their brand values, culture, and service standards, as well as training them on specific cleaning checklists to maintain cleanliness standards aligned with the brand.



Marriott's recognition and rewards programs can be linked to the cleaning checklist, allowing employees who consistently adhere to the checklist and achieve high cleanliness scores to be recognized and rewarded for their contributions to the brand's image.



Marriott International emphasizes the importance of consistent adherence to cleaning standards through regular training sessions and e-learning modules covering the utilization of their cleaning checklist, as part of their commitment to continuous learning.



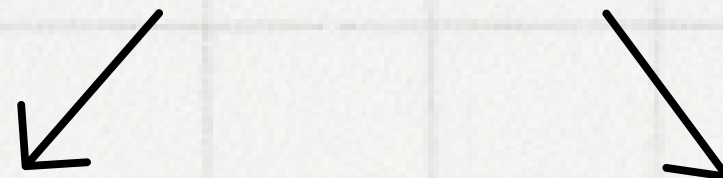
Attention to detail is a strong skill in housekeeping.. They take pride in cleaning and organizing spaces to exceed customer expectations, paying attention to even the smallest details.



Empowerment: The cleaning checklist empowers employees by providing a structured and detailed guide for maintaining cleanliness. It allows employees to take ownership of their cleaning responsibilities. (Schmidt, 2020)



Employment engagement model



Checklist

01

To ensure quality assurance (Hjalager, 2010), it's essential to conduct a thorough inspection of the room both before and after cleaning. This aligns with industry standards and best practices.

02

Standard Operating Procedures (SOPs) can help maintain consistent cleaning practices by providing a structured approach and ensuring everyone follows the same guidelines. (Brotherton & Wood, 2008)

03

Conducting regular quality assurance audits can help gauge performance against brand standards. In addition to identifying areas for improvement, these audits can also serve as a motivational tool for staff members (Hayes & Ninemeier, 2008).

04

Training and Education: It's crucial to ensure that all team members receive proper training on the brand's cleaning standards.(Singal and Mandip, 2013).

Checklist

05

The Importance of Effective Communication: According to Lussier & Hendon (2016), having regular team meetings and a well-structured communication system can facilitate discussions about concerns, sharing best practices, and ultimately strengthen teamwork.

06

Effective Task Allocation: To make sure everyone knows their responsibilities and expectations, assign specific roles and responsibilities to each team member.(Brotherton & Wood, 2016)

07

Motivation and recognition:Recognise and reward team members for their efforts and dedication.

08

Feedback and improvement: Encourage team members to provide feedback on the cleaning checklist and room cleaning procedures.

Pre-cleaning inspection

Before cleaning, inspect the room for any existing issues, such as maintenance needs or damaged items

Step by step cleaning procedure

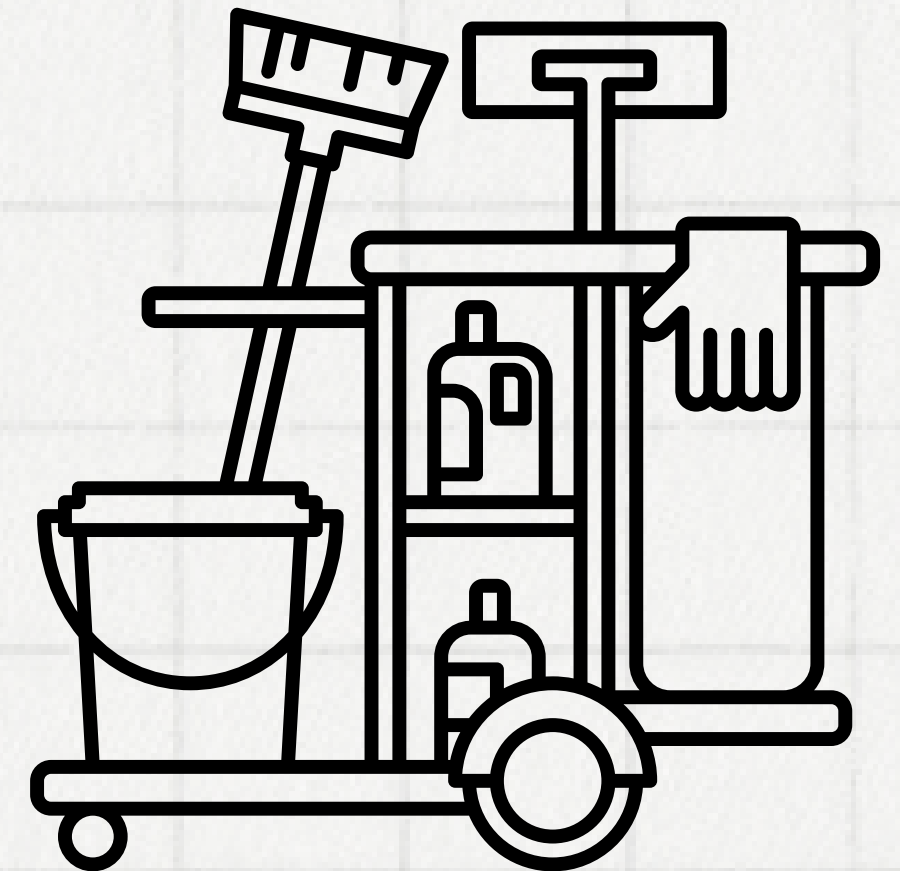
The checklist outlines a detailed cleaning procedure for each room element, including beds, bathrooms, furniture, and appliances. It ensure that no area is missed during cleaning .

Quality control

After cleaning, the room must undergo a quality control inspection to confirm that brand standards are met.

Checklist completion

Team members must complete the checklist for each room cleaned , providing a record of the tasks performed and any issues encountered.



Training and feedback

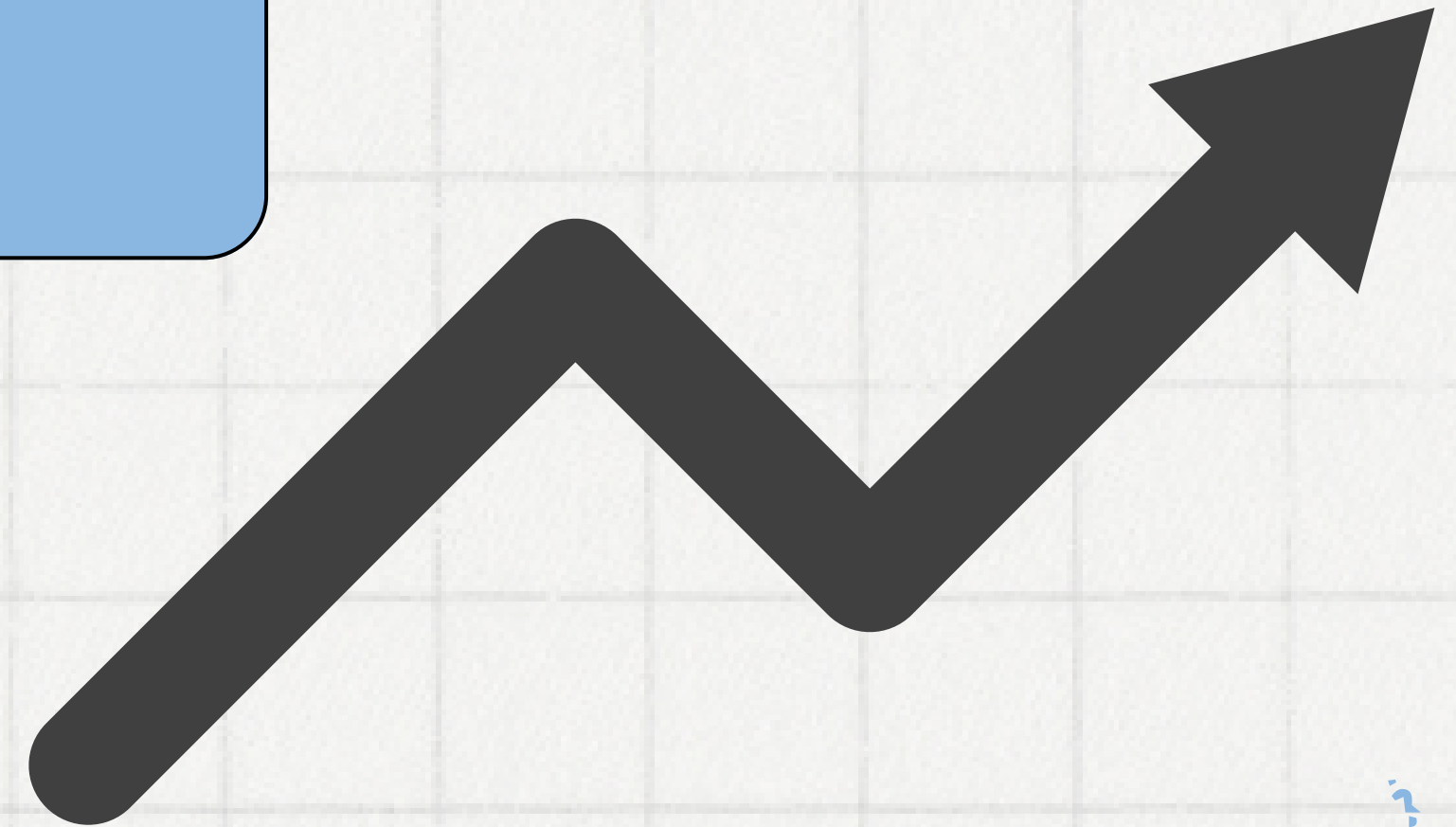
Regular training sessions are conducted to familiarize team members with the checklist and brand standard

Quality assurance audit

Audits: Independent audits are performed periodically to assess the effectiveness of the checklist and ensure that rooms are consistently cleaned to brand standards.

Effective

I consider the checklist to be effective because it combines comprehensive instructions with team-focused measures to enhance performance and consistency.





Examples of industry best practices in Marriott with cleaning checklist:

01.

Marriott's "TakeCare" program integrates the cleaning checklist into employee training modules to ensure cleanliness aligns with the brand's values.

02.

"The Marriott Way" includes brand values, service standards, and specific training modules on cleaning checklists to ensure employees are equipped with practical skills to maintain cleanliness to brand standards.

03.

Marriott's "Spirit to Serve Our Communities" includes using the cleaning checklist to maintain cleanliness, which aligns with the brand's commitment to both community service and brand standards.



Conclusion

By integrating the cleaning checklist into the employee engagement model, Marriott ensures that its employees are not only aligned with the brand's values but also possess the practical skills and knowledge to maintain cleanliness to brand standards consistently. This comprehensive approach results in engaged and well-equipped employees who are essential for upholding Marriott's reputation in the hospitality industry

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Thank you very much!

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