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Critically analyse Marriott International Inc.

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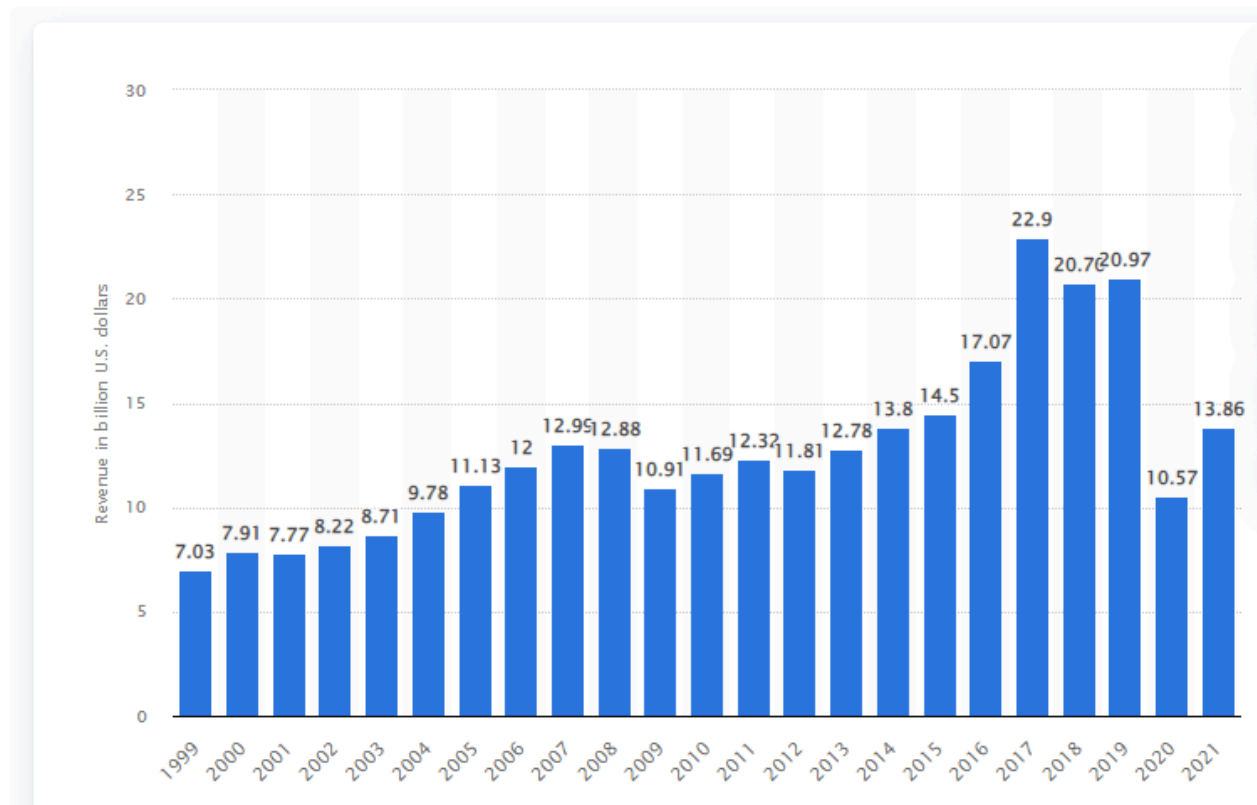
Introduction

Hospitality management is a very broad field that includes observing the daily administration along with the operation as well as the commercial activities of the business in the field of the hospitality industry. It covers different sectors like food and beverage, accommodation, travel, and also event management (Bavik, 2020). This industry mainly relies on giving the best experiences as well as the services which make their client satisfied. That means the key substance of this sector is services to their customers. Here in this report, it has been briefly discussed about the hospitality management of Marriott Company includes the reason for its flourishing in the sector along with the challenges in their strategies and also the impact of the airlines on the company.

How Marriott International starts and thrived in the hospitality business.

Marriott International is a leading American company of hospitality who has a history of more than 80 years and holds a positive reputation for its excellent service, innovation, integrity, and leadership in the hotel industry. John Willard Marriot is the co-founder of Marriot international in the year 1927 when he along with his wife named Alice Marriott opened a stand for root beer in Washington, D.C. As the business grew, serving good food and services at an affordable price has become the priority for hot shopper restaurants (Marriott International, 2019). The historic shift has happened in their hotel business in 1957 when under J. Willard Marriott's son Bill's management, the first motor hotel in the world has been opened in Arlington of Virginia.

After the incident, for over 25 years, Marriott became a global enterprise and the visionary CEO of Marriott hotel, Bill Marriott's leadership has transformed the entire hotel industry. In the year 1969, the first international hotel has been opened by Marriott in Mexico. Marriott entered into the cruise business and become the first lodging company by partnering with Sun Line in 1972 (Forbes, 2020). In the year 1983, Marriott debuted lodging due to business travelers. Marriot International is mainly formed after splitting into Host Marriot Corporation and Marriott International in 1993. In the current scenario, Marriott has operated 19 brands across the globe which involves some signature brands, for example, Ritz-Carlton, lifestyles for example MOXY hotels, Gaylord hotels for destination entertainment, and Protea Hotels for service lodging. Marriott also invested 12 billion in deals for acquiring Starwood hotel.



Marriott's revenue from 1999 – 2021

(Statista, 2018b)

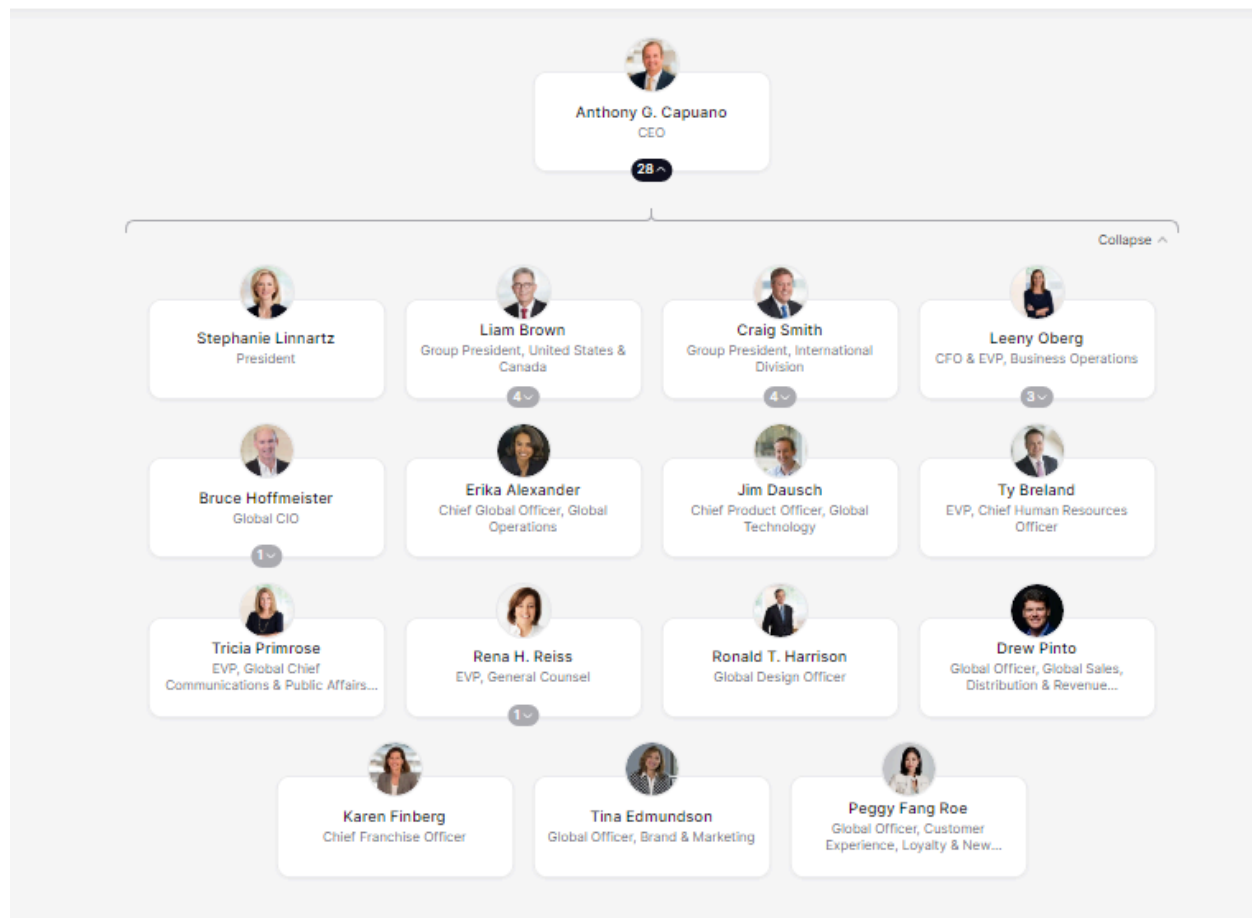
According to Statista (2018), the net revenue of Marriott international hotel is around approx 13.86 billion dollars. Marriott has a great international presence in specific countries like India, Canada, Germany, Mexico, and China. Marriott is one of the best hotel industries due to the reason that it provides the best customer service, well returns to investors, and associates growth opportunities. Marriott International is continuously improving its ideas and brands for improving the business structure entirely (Pulkit, 2016).

Hotels that Marriot owns and manages

Marriott hotel is one of the leading hotel industries which offer multiple levels of hotels based on different atmospheres and circumstances. Marriott hotels have different types of hotels which can be categorized into different aspects which are Luxury, Premium, Select, and longer stays. Luxury category hotel provides outstanding amenities along with superb and bespoke services and further Luxury hotels are two kinds of which classic luxury and distinctive luxury. The Ritz-Carlton, JW Marriott, and St. Regis are some examples of classic luxury whose legendary

service can make an exceptional experience to their customers that they can return there without any hesitation. Ritz-Carlton Reserve, W Hotels, and Edition are some examples of distinctive luxury which promises to deliver heartfelt care by balancing lifestyles and luxury (Marriott, 2019). The other category Premium provides thoughtful and sophisticated services and amenities and it also has classic and distinctive types. Sheraton, Marriott hotels, and Marriott vacation club are some examples of classic premium which provides experiences to make customers' mind balanced. Distinctive premium including Le Meridien, Westin, and Gaylord hotels which promises to provide chic design, innovative programming and curated cuisine for adventurous traveler. The other category Select provides easy and smart choices for amenities and services. Classic Select involves courtyard hotels, four points, Protea hotels which motivates foster connections and creativity. Distinctive Select involves hotels like AC hotels, Aloft hotels which are famous for their design for business. The last category is called Longer stay which provides the comforts of own house. Classic longer stays include hotels like Marriott Executive apartments, TownePlace Suites, Residence Inn which are 5-star hotels along with apartments that are fully equipped which helps to assimilate faster. Distinctive longer stays conclude hotels like Element, Homes of Marriott International which provides modern, open, and healthy options to stay for an extended period.

Marriott hotels' organization chart



The organizational chart involves firstly the CEO of Marriott International Anthony G. Capuano then come the president of the hotel, Stephanie Linnartz whereas the group president of the United States and Canada is Liam brown. Craig smith also stands in the position of group president but in the International division. Lenny Oberg is the EVP and CEO of the business operations at Marriott international. The global CIO is Bruce Hoffmeister and the chief global officer for global operations of Marriott is Erika Alexander (theorg, 2023). Jim Dausch is the chief product officer of global technology and Ty Breland is the EV of chief human resources officer. Tricia Primrose is the EVP of global chief communications and public affairs whereas Rena H. Reiss is the EVP of general counsel. Ronald T. Harrison stands in the position of Global Design officer and Drew Pinto is the global officer, of global sales. The chief Franchise officer is Karen Feinberg and the global officer for brand & marketing is Tina Edmundson. Lastly, Peggy Fang Roe is the global officer for the position of customer experience and loyalty.

Marriott's challenges in food and beverage strategies and their meal plan & points of sales

Marriott International employees know people's preferences for dining options for a few years or could be a decade but the bar options and food items are pretty much convenient and consistent and the sample code for these kinds of food is very uninspired and boring. Because people get bored of eating the same food whenever they go to a specific restaurant and they want something new to change their taste. Although, they are very aware about people's concept of Marriott hotels. Due to the reason that this concept is not only limited to their business but also to every hotel chain. That is the reason that for the past few years, they are trying very hard to transform the idea of what a good, and bad dining outlet should be. The larger hotel industries like Marriott knows that dining has become the most important aspect to attract travelers into their industry and it also has the capability of sustaining a hotel for neighborhood fixture and keeping the lights always on (Ting, 2019). Now they focused on the growth of their company revenue and to do that they need to drive customer volume and increase line performance that is the reason Marriott is focusing on doing what other independent restaurants do like making food and drinks which people want to eat and also offers different spaces for making customers wanting to return. They also announced one of their greatest achievement where transform three dining outlets that were completely different in Marriott which is located in Charlotte city center they implemented a coffee shop that helps to double as a working space and an event; kitchen dining space for a chef; and event space which is a kitchen-sized. Marriott hotel employers reported that these changes result to increase revenue per room after redesigning. During the time of covid, contactless services and takeout meals went into highly productive mode and see no sign of getting down, in this time Marriott has moved from traditional ways of service to packing up for pick up in their hotel chain. During this time, Marriott has partnered with Uber eats to deliver food products to their customers through an authentic channel (Cobe, 2021). By considering vegan people, Marriott has introduced a new diet plan called Mood diets 2.0 which will have a vegan touch to every dish by including plant-based foods. Marriott master chef has selected 10 organic ingredients for making the mood diet which has aimed to serve sustainable items to their customers (bond, 2021). The services for Mood diets 2.0 will be across approx 21 Marriott international hotels which include JW Marriott Kolkata, Pune, Bengaluru, Chandigarh, Mussoorie, Le Meridien, The Westin Goa, Chennai, courtyard by Marriott Agra and Marriott Hebbal, etc (TVI, 2021).

The impact of airlines on Marriott's international expansion

Marriott is the most famous hotel chain across the globe which offers travelers a lot of options for redeeming bonvoy points due to award nights. However, the lesser known fact of the reward program is that it can transfer bonvoy points of Marriott to Marriott's airline partners. Marriott has partnered with approx 40 airline transfers for picking from and the transfer conversion ratio of Marriott is higher than any transfer ratio of any hotel chain (Geller, 2023). It helps to attract travelers from worldwide to earn free flights by staying at the hotel. The best transfer partners of Marriott in the airline industry are Virgin Atlantic and Etihad guest miles. Alaska airlines and American airlines. Among the entire airline partners of Marriott, 3 Marriott points typically convert to 1 airline mile. If a traveler earns 60,000 Marriott points then Marriott provides additional 5,000 airline miles as a bonus (Olsen, 2023). Marriott has understood the fact that by partnering with the airline industry; they can easily provide free access to airline traveling to their customers which leads to broader expansion of their territory and also it helps them to attract customers across the globe by staying in the hotel, they can earn points and then they can use those points for traveling to newer destinations which ultimately expand Marriott's territory.

Different provided services including the various and unique event organization

Marriott hotel industry provides various kinds of services to their customers. It offers reservations for hotels, accommodation, and hotel packages along with flight packages, timeshare vacations, and rental services for cars. It also operates a lot of programs like loyalty programs which include The Ritz-Carlton rewards, Marriot Bonvoy, Starwood preferred guest, and Marriott Rewards (globaldata, 2023). It also provides great service for business meetings purposes for which they conduct food & drink, outstanding spaces for harmonizing people, big size halls for big groups, destination places that could astound, meeting innovation room. For a wedding, Marriott provides ceremonies for all, receptions that can fill every guest in a stunning place, dining for tailoring to people's taste, accommodation which includes providing rooms for every couple, and also some extra activities to experience the moments of diversion and delight. Also for hosting a family party, Marriott provides a great place for intimate family gatherings, dinner parties, celebrations for coming of age, and full-fledged reunions (marriott, 2023). Marriott also understands the people's need for traveling which is the reason they ensure to meet all travel needs of their customers by organizing a group gateway for traveling together. Marriott

has taken customers' perspective into their consideration that is the reason whenever customers like to arrange any event in Marriott they always co-operate like it is their own event. This kind of behaviors really helps the organization to grow their business.

Conclusion

Hospitality management is a very important sector and it mainly depends upon the goodwill of the customers that is why the organization tries to provide its best services to its customers. Marriott is one of the leading Hospitality sectors in the whole world. The company owns a lot of hotels and also the company provides a better place for its employees. But still, their food and beverage strategy creates a lot of challenges that they need to resolve as soon as possible. The airlines help the organization to grow internationally and also implementing various digital transformations helps the company to expand globally.

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