

Operations Management in Hospitality – Assignment 3

Introduction

The **7Ps of service marketing**: product, price, place, promotion, people, process, and physical evidence are essential for analysing guest experiences in hospitality. This assignment examines **Marriott Hotels**, a global upscale hotel chain, to explore how each element affects guest satisfaction and how improvements can enhance the overall experience.

1. Service Elements at Marriott Hotels

1.1 Product

- **Example:** Guests experience high-quality rooms with modern furnishings, luxury bedding, in-room amenities, restaurants, meeting rooms, and wellness facilities such as spas and gyms.
- **Guest Perspective:** Consistent quality across global properties ensures guests know what to expect, enhancing trust and satisfaction.

1.2 Price

- **Example:** Room rates vary by location, season, and booking method. Marriott also offers loyalty discounts through **Marriott Bonvoy**.
- **Guest Perspective:** Guests perceive value for money when rates align with service quality, amenities, and location advantages.

1.3 Place

- **Example:** Marriott properties are strategically located near airports, business districts, or tourist attractions.
- **Guest Perspective:** Ease of accessibility improves convenience for both leisure and business travelers.

1.4 Promotion

- **Example:** Marketing through social media campaigns, email newsletters, and the Marriott Bonvoy loyalty program. Seasonal offers and package deals are also advertised.
- **Guest Perspective:** Promotional campaigns inform guests of discounts, benefits, and new services, influencing booking decisions.

1.5 People

- **Example:** Front desk staff, concierge, housekeeping, and restaurant employees interact with guests. Staff are trained to be attentive, courteous, and proactive.
- **Guest Perspective:** Personalized service, staff knowledge, and responsiveness significantly affect the overall experience.

1.6 Process

- **Example:** Check-in and check-out procedures are streamlined using mobile apps and online booking platforms. Room service and reservation systems are digitalized.
- **Guest Perspective:** Smooth, efficient processes reduce waiting times and improve satisfaction.

1.7 Physical Evidence

- **Example:** The hotel's interior design, cleanliness, signage, room layout, lobby ambiance, and restaurant décor.
- **Guest Perspective:** Visual cues communicate quality and professionalism, reinforcing trust in the brand.

2. Suggested Improvements

2.1 People

- **Current Situation:** Staff are generally attentive, but in peak periods, service response may slow down.
- **Improvement:** Implement an AI-powered **guest request management system**. Staff can receive notifications on mobile devices for room requests or special needs, prioritizing tasks efficiently.
- **Expected Outcome:** Faster response, reduced waiting times, and more consistent personalized service, leading to higher guest satisfaction.

2.2 Process

- **Current Situation:** Check-in/out and room service processes are digitalized, but guests sometimes face delays during peak check-in hours.
- **Improvement:** Introduce **pre-arrival digital concierge options** where guests can select room preferences, check in, or schedule amenities before arrival.
- **Expected Outcome:** Streamlined check-in, reduced congestion at the front desk, and enhanced sense of control and convenience for guests.

Conclusion

The **7Ps framework** helps understand how Marriott Hotels delivers value to guests. Each element, from product quality to physical evidence, shapes the customer experience. Improving **people** and **processes** through technology and proactive management can elevate

guest satisfaction, operational efficiency, and competitive positioning. Small strategic enhancements in these areas reinforce the hotel's reputation for quality and personalisation, aligning with modern guest expectations.

References

1. Lovelock, C., & Wirtz, J. (2016). *Services Marketing: People, Technology, Strategy*. Pearson.
2. Jones, P., & Lockwood, A. (2018). *The Management of Hotel Operations*. Cengage Learning.
3. Marriott International. (2024). *Corporate Services & Guest Experience Overview*.
4. Kandampully, J., Zhang, T., & Jaakkola, E. (2018). Customer experience management in hospitality. *International Journal of Contemporary Hospitality Management*, 30(1), 21–56