

SWOT Analysis (Marriott International, Inc.)

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Abstract

This report is set forth to present a SWOT analysis of Marriott International, Inc. The report examines the strengths, weaknesses, opportunities, as well as the threats faced by the company with a particular focus in developing a career in the hospitality industry. Moreover, a comprehensive conclusion is also outlined. The findings of this report however, show that the hospitality sector is extremely diverse; it comes with diversity in types of jobs as well as career options. There are thousands of career options to select at Marriott ranging from desk executives, reservation management, to guest services. The company also has a rich job portfolio for the non-hoteliars including security, engineering, researchers among other departmental jobs. That graduates can choose as per their goals and interests making it easier for any graduate to enter and exit the sector numerous times during work life. With this said, it is easier to secure a job in this sector as compared to other sectors. A degree in hotel management can get someone an awesome job, but what is even more remarkable of this sector is the scope it has for the non-hoteliars.

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Introduction

This report is tailored to present a SWOT analysis of Marriott International, Inc., a hospitality company that matches my career goals and interests. Founded by Alice Marriott and J. Willard Marriott in the year 1927, the Marriott International, Inc. is a hospitality chain and brand of premium hotels that consist of five and seven star rated hotels globally (Cooper, 2019). The company has close to more than 7,000 resorts and hotels in more than 130 nations as well as territories with a remarkable number in Virginia, Washington, D.C., and Maryland. Noteworthy, Marriott is a suitable choice that matches my career interests because it falls within the hospitality Industry, an industry that has a long history, tested by time, and immune to market fluctuations (Bowie, Buttle, Brookes & Mariussen, 2016). Being part of an industry that has its traditions rooted from many years is phenomenal. Additionally, the Global Hospitality Portal (2019) holds that an industry with such deep roots that can be traced back to the ancient epoch means that such an industry also has a future that one can rely on. Thus, job security is guaranteed. Further, the company has consistently been acknowledged as one of the best places to work on earth and leads the hospitality sector with innovations that elevate design, technology, as well as style.

Results

Strengths

Great Entry Level Openings

Marriott has modeled a power of positivity over time and its run to the top has not been without challenges. The company has been daunted by failure on multiple occasions but has unfazed and continued to maintain a positive outlook emerging as the firm that offers the greatest

entry-level openings for fresh graduates with good pay. Most fresh graduates from prominent universities who are interested in making a good profile as well as keen on starting their jobs have ended up at this prestigious hotel chain (Marriott International, 2018). Marriott provides jobs ranging from desk executives, reservation management, to guest services. The company also has a rich job portfolio for the non-hoteliars including security, engineering, researchers among other departmental jobs.

Peaceful Work Environment

One of the principal benefits of working at Marriott is the peaceful work environment it provides. Every worker who works at a Marriott spa, resort, or hotel attests to it. Generally, workers at the firm are more content than those of other organizations; they do not deal with repetitive workload and stress from time to time (Cooper, 2019). The company and its services are structured in a manner that workers do not feel tired or bored. Marriott boasts of a welcoming environment with ambiance and avant-garde facilities that are rare. With this said, Putra, Cho & Liu (2017) argue that a great energy is normally generated when there is a comfortable and attractive work environment. Ultimately, the energy created improves success as well as productivity and a peaceful work environment without notable clutter provides a room for workers to focus on their goals.

Competitive Salary Packages

Marriott employees are extremely paid well. There is a broad range of jobs at Marriott and the company values its workers, thus, providing good salaries to retain them. The company offers competitive salaries, bonus, regular incentives, surprise gifts, and recognition among other lucrative remunerations. Research shows that the company pays its workers an overwhelming average of \$13.75 per hour (Troy, 2019). The front desk managers as well as other executives

pocket whooping amounts compared to professionals in other industries. Notably, the non-professionals like spa attendants, timeshare sales associates, and bartenders earn a little bit higher than professionals in other industries. Besides great pay, Marriott has a lot of perks such as access to world-class amenities, exposure to persons from all over the world, as well as travelling to epic destinations (Cooper, 2019). Additionally, the company has a manifold of unusual job categories and amazingly creative jobs that make a career in this sector even more rewarding.

Weaknesses



Controversies

Marriott has been a subject to several controversies including lawsuits and bad publicity. The company's image has been tainted by constant controversies like the most recent one that involved blocking of Wi-Fi for clients alleging privacy risks (Cooper, 2019). Again, after the hurricane Irma had hit Caribbean island, the company's cruise yacht only rescued its hotel guests leaving others to perish despite the fact that the ship had enough space to accommodate them. Further, the firm was ordered to pay a civil lawsuit penalty after blocking personal Wi-Fi for guests (Marriott International, 2018). These series of negative issues puts the hotel in poor light.

Overemphasis on Service Standardization

The hotel chain is a system-based business and each worker is subject to follow and abide by a set of rules and procedures for every tasks they carry out (Marriott International, 2018). Notably, the stringent adherence to operational norms and rules has killed employee morale.

Excessive Focus on Expansion

The company has been on an aggressive expansion initiative. Today, the hotel chain empire is huge to an extent that it has become hard and challenging to maintain as well as manage the service standards throughout chain with the outcome that the firm is diluted.

Opportunities

Job Transfer Opportunities

The company has its presence in more than 130 nations across the globe and still seeking to tap new geographical markets. With an extended chain network in many countries as well as the new geographical markets, there are opportunities that Marriott workers could transfer jobs regularly from one geographical location to another when compared to employees in other sectors. Working in a new region is tough but exciting. Employees get to explore various parts of the world as well as learn different cultures (Redmako Learning Pty, 2019).

Career Development, Diversity, and Opportunity to Grow

Marriott International has over 7,000 properties that offer a diverse set of job positions and persons pursuing their careers in the hospitality industry are guaranteed with many options to choose from. Notably, with numerous job options to choose from there is a guaranteed room for advancement (Marriott International, 2018). Additionally, with the right kind of experience, a person can easily be promoted to an executive level position of a regional manager at Marriott. Again, employees at Marriott do not have to worry about their career development and growth because the company is continuously expanding its job portfolio day by day guaranteeing a great future for students pursuing this career path. Graduates can obtain placement at Marriott both internationally as well as nationally. With this said, Redmako Learning Pty (2019) argues that there is always an opportunity for a person to advance him/herself in the hospitality sector both individually and professionally. Given commitment and time, one can move to an upper executive position from a low-level staff post within a short span of time.

International Travel

With an extensive network of hotels and resorts all over the world, Marriott exposes its workers to epic cultures as well as opens doors to the world of wonders (Marriott International, 2018). Marriott is extremely cosmopolitan and when a person decides to be part of the company, he/she automatically becomes part of the world hospitality community. A job opportunity at Marriott will undeniably lead one to an expedition to firms in different nations. If made for cruises, then an individual would travel like the modern-day nomads while pocketing good salaries. With this said, the World Affairs Council of Philadelphia (2013) holds that a lot of people are travelling for both pleasure and work, Marriott International can provide this opportunity through its existing properties as well as alliances with airlines worldwide.

Threats



Trump Policies

The CEO of Marriott argues that Trump policy on tariffs and immigration is a major threat for the company and the hospitality industry at large. By 2020, it had been estimated that close to 83 million guests would visit the US and every player had been preparing except Trump who is not helping much (Marriott International, 2018).

Family Feud

Marriott now faces a bigger that emanates from the on-going family feud that involves John Marriott III. John claims that Richard Marriott, his uncle and Bill Marriott, his father have cut him out of the family trust business unlawfully.

Competition and Recession

Marriott faces intense competition from other giant brands like Novotel and Hilton, players who are on a relentless quest to becoming top industry leaders (Cooper, 2019). Economic

recession, on the other hand, has also hit hard the hospitality sector and a lot Marriott properties are out on the market for sale since they have failed to create profits.

Conclusion

It is evident that Marriott International has become a top brand in the hospitality sector and is not giving up this position easily despite the fact that company faces a number of controversies and threats such as family feuds and the unfavorable Trump policies. Just like any other business, success does not come without challenges. Problems and challenges are crucial parts of a business that give players the experiences and make them learn to strategize better. Challenges and threats shape Marriott and enable the company to grow. Marriott is a company that has a long history and is tested by time; with this said, the hospitality sector is somewhat immune to market fluctuations, and working in a sector that has its traditions rooted from many years is phenomenal. An industry with such deep roots that can be traced back to the ancient epoch means that such an industry also has a future that one can rely on. Thus, job security is guaranteed. All other industries are younger than the hospitality industry and unlike these industries, the hospitality industry is the only sector that has been unfazed by social, political, as well as economic turbulence. It is prodigious to be part of an industry that has been tested by time. The hospitality sector as a career path is undisputable. Proving more than merely financial benefits, the industry is an ideal choice for those who want growth and stability.



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