

CHAPTER II

HOTEL OVERVIEW

2.1. Hotel's Profile

2.1.1. Hotel History

W Hotels was created in 1998 as an innovative brand within Starwood Hotels & Resorts. The idea was to develop a chic and contemporary hotel experience aimed at a youthful, fashion-forward audience. W Hotels aimed to merge luxury with a lively and dynamic ambiance, establishing themselves as stylish and modern hotspots in key cities globally.

The inaugural W Hotel launched in New York City, establishing a benchmark for upcoming locations. The brand swiftly became well-known for its striking design, fashionable bars, and vibrant social atmospheres. W Hotels also launched the concept of "Whatever/Whenever" service, enabling guests to ask for tailored experiences, emphasizing the significance of personalization in the hospitality industry.

In 2016, Starwood Hotels & Resorts, which includes the W Hotels brand, was acquired by Marriott International. This acquisition significantly broadened Marriott's portfolio and enabled W Hotels to connect with a larger audience worldwide. Under Marriott, W Hotels expanded, launching new properties in lively cities and vacation hotspots.

The brand is recognized for its unique design, elegant features, and commitment to delivering opulent experiences. Every W Hotel showcases the local culture and vibrancy of its site while preserving the brand's modern and lively character. Currently, W Hotels manages locations globally, appealing to a wide array of visitors, from corporate guests to high-end holidaymakers, and continues to be a frontrunner in the contemporary luxury hospitality industry.

W Hotel Hongkong Officially opened on July 1st, 2008, W Hong Kong is among Asia's trend-setting luxury hotels by virtue of great service and cutting-edge architecture. Based in West Kowloon, W Hong Kong is a stunning illustration of modern Hong Kong with bright, adventurous, and youthful luxury experiences.

designed to reflect the energetic character of the city. The hotel belongs to Marriott International under the W Hotels. Renowned for its fashionable design and contemporary service approach, the brand attracts influencers and global trend setters all around.

By blending contemporary sophistication with cultural vitality, celebrated interior designers G.A Design International created a hotel to represent Hong Kong's refined lifestyle. W Hong Kong exemplifies the "Whatever/Whenever" service philosophy by offering personalized experiences for every guest from its signature perfume to avant-garde art installations and precisely chosen music playlists.

W Hong Kong occupies the first 25 floors of The Cullinan Tower, one of Hong Kong's tallest residential structures. Directly connected and easily accessible to Hong Kong International Airport as well as other main attractions in the city including Tsim Sha Tsui and Central, Elements Mall is located above the Kowloon MTR and Airport Express Station.

Facing either the historic Victoria Harbour or the remarkable skyline, every one of W Hong Kong's 393 guest rooms and suites feature floor-to-ceiling windows. Cool Corner Room, Fantastic Room, W's bold reimagining of a presidential suite, and the Extreme WOW Suite are some of the room types. Every room is outfitted with cutting-edge technology, upscale amenities, and modern furniture.

The hotel also has great restaurants. With world cuisine, KITCHEN offers an amazing buffet, World theme inspired setting. Guests can chill at the lively WOOBAR or savor handcrafted cocktails at WET Deck, the rooftop bar bordering the WET Pool, one of Hong Kong's tallest outdoor heated swimming pools, with citywide views.

W Hong Kong also provides a thorough selection of event and wellness amenities. In a peaceful setting above the city, a fully equipped fitness center, FIT Gym, and AWAY Spa provide invigorating treatments. The hotel offers 1,200 square meters of function space for weddings and corporate conferences, including the Great Room, meeting studios, and tastefully designed environments. Because it is situated near Victoria Harbour, the Xiqu Centre, and the West Kowloon Cultural

District, W Hong Kong is ideal for business visitors and those looking for lifestyle. With Marriott Bonvoy loyalty program, the hotel appeals to a worldwide clientele of contemporary luxury travelers. W Hong Kong skillfully blends global energy, excellent service, and bold design to keep its reputation as one of the most iconic and fashionable hotels in the area.

2.1.2. Hotel Facilities

1) Room Types

Table 2.1 Room Types

| Figure | Description |
|---|---|
|  <p>(Source: Marriott.com)</p> <p>Figure 2.1 Wonderful room</p> | <p>Wonderful Room</p> <p>With a maximum capacity of two people and amazing city or partial Victoria Harbour views, the Wonderful Room is a 42-square-meter bedroom. This colorful and fashionable space combines modern refinement with a strong design. Including a Smart 55-inch LED TV, a BOSE sound system, and an opulent marble restroom with a rainforest shower, the room features the most modern amenities. High-speed Wi-Fi is available.</p> |
|  <p>(Source: Marriott.com)</p> <p>Figure 2.2 Spectacular Room</p> | <p>Spectacular Rooms</p> <p>Positioned on higher floors, these rooms offer elevated views of the city or harbor and include all features of the Wonderful Room, enhanced by the panoramic sights and increased exclusivity.</p> |

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|---|--|
|  <p>(Source: Mariott.com)</p> <p>Figure 2.3 Cool Corner Room</p> | <p>Cool Corner Rooms Located at the corners of the hotel, these rooms provide unique perspectives of the surrounding skyline. With extra windows and space, they are perfect for guests wanting something visually striking and private.</p> |
|  <p>(Source: Mariott.com)</p> <p>Figure 2.4 Fantastic Suite</p> | <p>Fantastic Suites Offering spacious layouts and separate lounging areas, these suites combine luxury and creativity with sweeping views.</p> |
|  <p>(Source: Mariott.com)</p> <p>Figure 2.5 Marvelous Suite</p> | <p>Marvelous Suites & WOW Suites Designed for guests who want to indulge, these rooms include expansive living spaces, full marble bathrooms, and upgraded amenities.</p> |
|  <p>(Source: Mariott.com)</p> <p>Figure 2.6 WOW Suite</p> | |

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|---|---|
|  | <p>Extreme WOW Suite The pinnacle of W Hong Kong's accommodation, this W-style Presidential Suite features luxurious furnishings, exclusive services, and breathtaking panoramic views, ideal for VIP guests or special occasions.</p> |
| <p>(Source: Marriott.com)</p> <p>Figure 2.7 Extreme WOW Suite</p> | |

2) Other Facilities

Table 2.2 Other Facilities

| Figures | Description |
|---|---|
|  | <p>WET Deck With an amazing panoramic perspective of Victoria Harbour, WET is one of the highest rooftop pools in Hong Kong. Guests can lounge on elegant sunbeds, swim in the year-round heated pool, or sip signature cocktails at the WET Bar poolside.</p> |
|  | <p>FIT Gym With cutting-edge Technogym equipment, free weights, yoga mats, and cardio machines, the hotel's 24-hour fitness center, FIT, offers guests a comprehensive fitness experience. Through floor-to-ceiling windows, guests may exercise overlooking the metropolis. Additionally, there are also personal training and health sessions.</p> |

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|  <p>(Source: Marriott.com)</p> <p>Figure 2.10 BLISS Spa</p> | <p>BLISS Spa</p> <p>Offering a peaceful retreat from the bustle of the city, BLISS Spa offers a complete range of opulent treatments including massages, facials, body scrubs, and couples' packages. Popular options include signature treatments such as the Ginger Rub and Triple Oxygen Facial.</p> |
|  <p>(Source: Marriott.com)</p> <p>Figure 2.11 Meeting and Event Venue</p> | <p>Meeting and event venues</p> <p>Including the Great Room, a stunning ballroom fit for weddings, galas, and business events, W Hong Kong has over 1,200 square meters of event space. Equipped with the newest audiovisual technology and bespoke service, several Studio and Strategy Rooms suit smaller meetings or breakout sessions.</p> |
|  <p>(Source: Marriott.com)</p> <p>Figure 2.12 KITCHEN</p> | <p>KITCHEN</p> <p>The KITCHEN at the W Hotel Hong Kong is an exceptional all-day dining venue that offers a diverse array of international dishes, appealing to a wide range of culinary tastes. This vibrant space features both an interactive buffet and an à la carte menu, providing guests with a unique dining experience that blends convenience and variety.</p> |



(Source: Marriott.com)
Figure 2.13 WOOBAR

WOOBAR

WOOBAR is the sophisticated social center of the hotel where visitors can sip cocktails, attend DJ performances, and nibble on light snacks.

2.2. Organizational Structure

In organizational charts used in hotels, visual depiction of the hotel construction is extremely crucial. They clarify roles and duties so that staff members understand their tasks and reporting paths. This clarity facilitates simplification of processes, wise decision-making, and better communication effectiveness. Charts help new recruits quickly understand the structure of many departments and their coworkers. Moreover, they help as essential succession planning tools by locating and training employees for future leadership positions as well as by highlighting possible workflow bottlenecks so that adjustments might be made. Generally, these graphs encourage effective hotel management by promoting simple processes, clear communication, and wise resource management.

The W Hong Kong's dynamic and systematic hierarchical organizational structure reflects Marriott International's worldwide standards as well as the lively nature of the W brand. Though keeping distinct reporting lines to guarantee efficiency and consistency in offering outstanding visitor experiences, the hotel's design stresses departmental cooperation. Supported by the Hotel Manager and an Executive Assistant or Secretary, the General Manager oversees at the Executive Level the general running of the hotel. Rooms, Food & Beverage, Finance, Sales & Marketing, Human Resources, and Engineering compose the hotel under the Director in charge of their respective teams.

From Kitchen, Beverage, and Service procedures, the Executive Assistant Manager F&B supervisor W Hong Kong's whole F&B (Food and Beverage)

establishments. Leads the culinary team for all restaurants, guaranteeing food quality, kitchen standards, and menu innovation across venues including WOOBAR, WET Deck, and KITCHEN (the all-day dining restaurant).

Among other things, these leaders help to preserve high service levels and constantly rejuvenate food ideas including seasonal menus, event catering management, and special campaign curation in accordance with the company's strong and trend-driven character.

Consistent with the brand's international reputation for contemporary luxury and high-end life experiences, this executive structure at W Hong Kong guarantees a solid foundation for teamwork, creativity, and great service delivery.

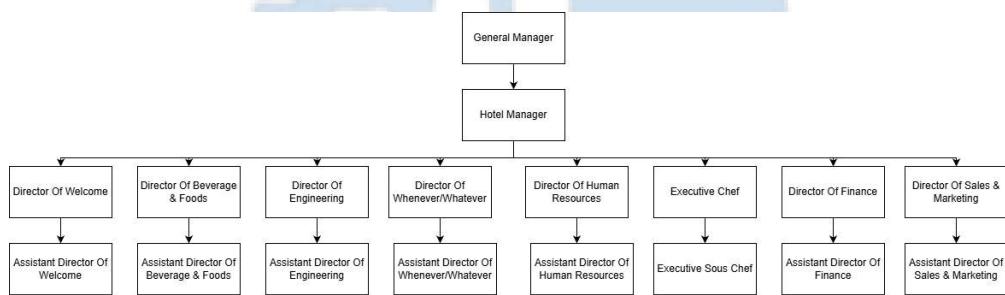


Figure 2.14. W Hotel Hongkong organizational structure

The job desc of each position in kitchen department is as followed:

- a. Head chef as the main leader of the kitchen who plans menus, making schedule, maintain the score and oversees all kitchen operations.
- b. Sous chef is to support the Head Chef and help managing the kitchen team.
- c. Junior sous chef assists the Sous Chef and helps supervise daily kitchen activities.
- d. Chef de partie is responsible for one specific section of the kitchen, Also supervising the Trainees.
- e. Demi Chef helps the Chef de Partie with food preparation and cooking.
- f. Commis Chef is a junior cook who handles basic cooking and preparation tasks.
- g. Trainee is a learner who is gaining kitchen experience and basic skills.

- h. Casual is a part-time kitchen staff member who assists with simple cooking and basic food preparation.

