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### Ensure communication security in the international hotel chain Marriott Int'l

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#### Abstract

Marriott Corporation is known as the corporation that owns the most outstanding hotels, but whether it is an ordinary 5-star or 3-star hotel, it still needs a solid security system, a working team. Professional hotel operation, customer reception. Because it is a resort, customers cannot choose a place with loose security that risks revealing customer contact information, staff is unprofessional in working. Because of that, the task of the leaders is to find employees

who are dedicated to the profession, understand and complete the tasks assigned to them, in addition, the hotel also needs to train and train professionals. Professionalize all employees, as well as reward or punish if they do not do well, from which to select and train to create a professional and long-term working team, maintaining the working spirit of employees. as well as work progress.

**Keywords:** Security, communication, Marriott

#### 1. Research problem

Life is full of worries, travel is the right time for us to rest and relax. In order for guests to have the best experience, the hotel needs to ensure the quality and necessary amenities. business accommodation, fully meet the requirements of rest, dining, entertainment and other services during the guest's stay at the hotel, in accordance with the purpose of the customer. And this issue is also considered by accommodation establishments, especially hotels, as an urgent task to attract tourists or create business efficiency.

After a journey of nearly 100 years of establishment and development in the Americas along with a chain of hotels and resorts spread across all continents, Marriott International is considered the most successful brand in American history, even dominate the global hotel industry. Marriott International is the world's largest hotel and resort business and management group. Currently, the group owns and manages about 7,000 hotels, more than 1.1 million rooms and at the same time holds more than 30 different brands, most of which are in the luxury and ultra-luxury segments. Whether domestic or international customers come to stay at hotels for tourism or business purposes, in addition to their interest in the location, price, service types... of a suitable hotel. for the trip, they also do not forget to consider the issue of ensuring security at the place of stay. Because this will help customers feel secure in performing their moving purposes. Businesses that can understand customers, provide products, solve their needs and have the best customer care policy will receive the trust and loyalty of customers. Therefore, customer data is an important factor for the business of any business, restaurant, or store, which helps businesses understand what customers want and need. It also helps customers understand the products/services they are looking for, and you can even see how they want to interact with your brand. But how to ensure absolute customer contact information, not stolen by crooks, this problem must be taken by the hotel security and ensure all data information, as well as information. as their place of residence is as secure as possible. For a normal hotel system in general and the Marriott hotel system in particular, how to maintain the security team and ensure communication in the hotel system in the most effective way for customers? customers and hotels. Realizing the important task of the security department at hotels, our group of 7 selected a topic: Maintaining a team to ensure communication security in the international hotel system Marriott Int'l.

#### 2. Theoretical basis

Marriott Group is a stylish hotel chain with classic brands, old-fashioned hospitality for the modern traveler. For those aiming for memorable experiences with a unique perspective, offering the family special brands. JW Marriott's rich experience is thoughtfully crafted by associates who truly love what they do. Ritz-Carlton Reserve, together with its prime properties, is isolated from the world, where people always feel sincere care. The Luxury Collection, a curated ensemble of the world's most iconic hotels, truly defines the destination. Le Méridien unlocks the destination with chic design and curated cuisine for the

curious, creative traveler. Renaissance, we believe that every trip can be a story, and every turn contains a change of its own.

It can be said that in order to create trust and brand sentences associated with each hotel to create a distinct impression, it is also necessary to ensure the safety and security of the hotel. Hotel security is designed in harmony with current international standards and tailored to the specific requirements of Vietnam's tourism industry and can

be flexibly applied to different types of agencies. different accommodation. The security department is responsible for the safety of life and property of the hotel and hotel staff, ensuring to perform the duty of patrolling 24/24 hours in shifts. Such departments as the head of security department, deputy head of security department, patrol staff, gate staff, camera & phone system staff, and lobby staff. Below is the main job description for each position.

**Table 1:** Job description for each position

Part	Responsibility	Work
Head of Security	Responsible for ensuring people and property within the hotel's management	Recruitment and training of security, supervision and public management personnel Security staff at the hotel to ensure a safe environment for all activities taking place at the hotel. - There is a method to evaluate the capacity staff (attitude, knowledge and skills) effective, timely consulting for the next hotel management appropriate personnel development plan.
Deputy minister fate Ninh	Perform related work assigned by Chief of Security, coordinate with colleagues to handle security issues.	Support Head of Department, Executive work-related jobs security and safety during the shift I undertake. -On behalf of the security director to perform authorized tasks and is responsible for handling all prescribed work. - Planning and building the plans to deal with situations emergency situations, principles General security at the hotel. - Are the ones who directly update security situation with superior day.
Core weekly pill tra	Manage and coordinate security and safety activities throughout the hotel	Ensure system, equipment Security is always on works well, ready to use. - Secure client assets, of employees and property of hotel guests. - Check the areas in the guest Hotel suspicious people, objects. - Record of patrolling. - Handle with chamber doors to open. - Check fireproof equipment fire-fighting. - Regularly check to play show emergency and warning lights Report to relevant departments to handle or repair if damaged.
Core system member system camera and on duty phone	Receive shift handover, check Look up the surrounding area, equipment and staff meeting if available	Receive shift handover, area inspection surroundings, equipment and staff meeting, if any. - Answer phone and system 24/7 camera, listen to calls phone calls as specified. - Observe the camera system, record unusual signs, report report, handle arising situations. - Take notes and hand over to the next shift. - Check the status of the lights Report the emergency and notify the department related to timely repair when broadcasting currently damaged.

**Security Department Duties:**

- Ensure employee safety.
- Coordinate with other departments on security related issues.
- Set up working process of hotel security 24/24h.
- Manage all properties belonging to the hotel and find all measures to minimize the loss of supplies, goods and hotel properties.
- Check the flow of people in and out of the hotel.
- Manage the hotel's alarm system.
- Manage the lighting system of the hotel,
- Manage the hotel's safe.
- Organize staff to transport luggage for guests upon arrival and when preparing to leave the hotel.
- Ensure safety for people and property of the Hotel, customers and employees.
- Manage and secure relevant records and papers of the department.
- Ensure that the Hotel's Rules and Regulations are implemented.
- Check daily reports from junior staff, have regime
- Coordinate with other department heads in the hotel, promptly capture information and take measures to prevent risks.
- Having a plan to protect and prevent unwanted behavior from happening at the hotel, responsible for investigating and reporting cable theft, accidents, insecurity and unsafety. Coordinating with local police and police in handling related cases under their charge.
- Arrange and organize security and safety activities during the day, week, and month to deploy for level staff

Ensuring security at hotels is more urgent than ever. Because this is a conditional business, it is very complicated, with a large number of people coming in and out, many different classes, even coming here for many different purposes.

This is the task that the security department needs to perform to keep the entire hotel system safe as well as ensure that customer communications are secure. Because ensuring the confidentiality of customer information is one of the "vital" issues in business development plans of businesses. Leaking customer information will cause businesses to lose many potential customers. Collecting information and building a customer data system will create conditions for businesses to personalize interactions, increase satisfaction in how they meet user needs.

A customer data system invested by businesses will help increase sales, help businesses develop sustainably and develop products based on customers' wishes.

Along with the development of the internet, especially when the trend of online shopping, the interface on e-commerce sites is the trend, many acts of exploiting user information are more sophisticated, the secret invasion Information breaches of customers in businesses are becoming more and more common. Therefore, it is extremely important to ensure the confidentiality of customer information and data. The security department has done its best to ensure the safety of customers in all aspects.

So, what does the investor side need to do to maintain an excellent performance team? We need to upgrade, train and develop the team according to the steps such as determining the training purpose, assessment method, responsibility, selection of trained subjects, funding, communication, information, recruitment. select training subjects, organize training, and evaluate training results. There must also be opportunities for advancement within the organization. The relationship between employees and immediate superiors; support from superiors; leadership style and ability of leaders to perform administrative functions in the organization. Equity (internal and external) in pay, mandatory benefits and voluntary benefits. Hygienic working conditions, equipment, working environment...

Employee retention policies require the incorporation of all HR areas and roles within the other.

**Hiring:** Statistics show that presenting candidates with actual job previews during the hiring process has a positive impact on retention of that new employee.

**Socialization:** New employees are more likely to quit. So, socialization policies – implemented through a strategic assimilation and referral program – can help new workers stick with the hotel and want to stay more. It is necessary to organize sharing of learning experiences, activities to help people understand each other, and assign more seasoned staff to serve as role models for newcomers.

**Training and development:** If employees are not given the opportunity to continuously update their skills, they will be more likely to leave.

**Compensation and benefits:** the hotel should consider building a compensation policy that is suitable for individual needs, as well as having a supportive policy for loyal employees (for example, increasing the number of leave days based on experience. years, providing bonuses or benefits to longtime employees, etc.).

Reward mode: Care Share program

- Employee evaluation criteria: with guests, with

Sheraton family, work efficiency, adaptability and progress.

- Instant awards: for employees who have initiatives at work, achieve efficiency in a certain task, receive compliments from guests.... can receive rewards immediately and immediately: incentives for laundry, eating cakes...
- Care champion: every month, every quarter, there is a policy to reward and commend excellent employees with reasonable remuneration: title awards, pictures on the wall, promotion opportunities, rewards...

**Supervision:** The fair treatment of line managers is one of the most important factors affecting employee retention. Therefore, it is necessary to have a leadership development strategy and comprehensive communication skills for management. Engaged employees will show satisfaction with their work, pride in the company, and believe that their superiors appreciate their contributions. One study found that engaged employees were five times less likely to quit than employees who didn't feel engaged.

### 3. Research methods

The main methods used in the thesis include: Theoretical research method is to collect information on the basis of studying existing documents and documents and using logical thinking manipulations to draw summaries. The necessary method of analysis and synthesis is to study different documents and theories by analyzing them into parts to deeply care about security in the hotel and how to maintain the team. five. Synthesis is the connection of each side, each part of information has been analyzed to create a new and profound theoretical system from beginning to end.

### 4. Research results

Every hotel now has a hotel security department. This department ensures the safety of people and property in the hotel. Play a key role from the security area to the network security, ensuring maximum customer information. It can be seen that if a hotel does not professionally train its security department, it can cause the hotel's reputation to go down, in addition, in the research process, we can understand that in order to maintain and develop Developing a team needs to go through many steps from training in theory and practice, to rewarding good employees, finding ways to discover people who have a heart for the profession, along with a generous salary and bonus. that employees continue to work and stick around for a long time. If we do the above things well, we can maintain a talented security team.

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