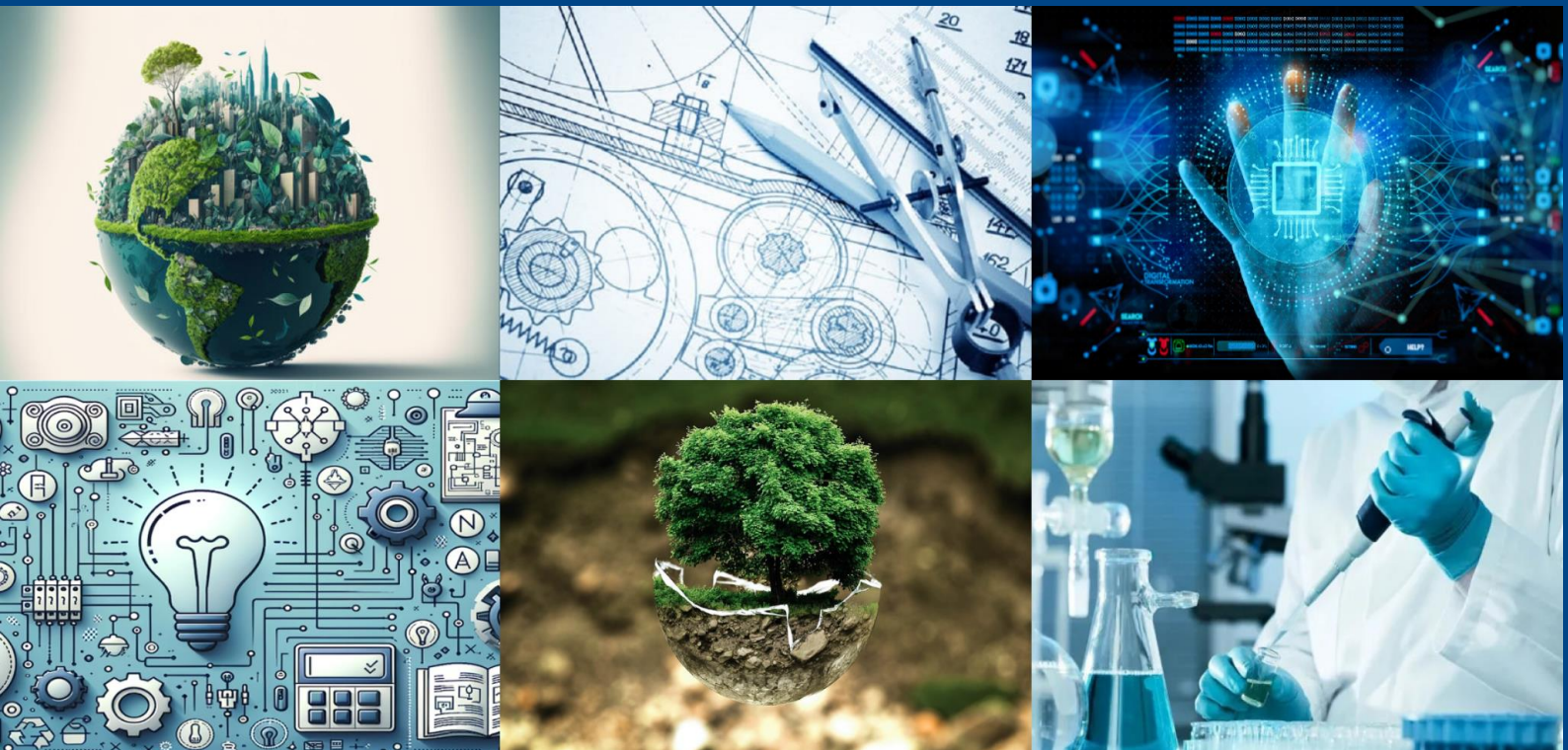




# International Journal of Multidisciplinary Research in Science, Engineering and Technology

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.206**

**Volume 8, Issue 5, May 2025**





## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Case Study of the JW Marriott Hotel, Bhopal

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**ABSTRACT:** Conveniently situated in the centre of Bhopal, the capital of Madhya Pradesh, is the five-star Courtyard by Marriott Bhopal. Situated next to Central India's biggest shopping and entertainment hub, DB City Mall, the hotel offers a remarkable fusion of modern luxury, comfort, and accessibility. The property, which is ideal for both business and leisure travellers, provides easy access to important business centres, governmental buildings, historical sites, and scenic areas. The hotel has 160 tastefully furnished guestrooms and suites that blend contemporary style with practical comfort. Along with features like high-speed internet, ergonomic workstations, luxurious bedding and high-end bathroom fixtures, the rooms have floor-to-ceiling windows that offer expansive views of the city skyline. The exclusive Executive Lounge is accessible from executive rooms.

### I. INTRODUCTION

This Courtyard property is the standard for contemporary comfort in Bhopal, Madhya Pradesh. The hotel is found in the centre of town, next to DB City Mall, one of the biggest shopping and entertainment places in Central India which means it is an ideal option for both traveling businesspeople and tourists. Being a recognized Courtyard hotel, the property brings together international quality and a distinct local feeling. Courtyard by Marriott Bhopal has been designed for modern taste and offers comfortable rooms, well-thought-out amenities and great service! There are 160 nicely appointed rooms and suites in the property, each provided with the latest comforts and offering impressive city views via floor-to-ceiling glass windows. Careful planning ensures that every space responds to the way travellers live and work today.

Malmaison also has its own well-regarded restaurants. There is something special on the menu for every taste, because the MoMo Café serves buffets from all over the world and the creative dishes at Itanoni mix Italian and Japanese options. Visitors can relax in The Corner Lounge or have light refreshments at Aster Lounge. Its special feature is the variety of well-equipped spaces for events and meetings. Because of its over 18,000 square feet of flexible space, including banquet halls and terraces, the hotel is the right choice for corporate events, weddings and various parties. Thanks to up-to-date audio-visual technology and the experience of the event team, each event is carried out flawlessly. In addition to the services, guests can enjoy fitness facilities, a swimming pool on the roof and spa programs designed for them—helping make their stay even better. The hotel offers round-the-clock room service, help from a concierge and airport transfers, so each guest can enjoy extra comfort and simplicity. Basically, Courtyard by Marriott Bhopal goes beyond being a place to stay by offering global high standards and the friendliness of Indian culture which attracts travellers searching for convenience, luxury and exceptional service.





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### HISTORY

Marriott International first entered Bhopal, the capital of Madhya Pradesh, when Courtyard by Marriott Bhopal was inaugurated in early 2013. Near the famous DB City Mall in Arera Hills, the hotel was built to meet the rising need for luxury stays in Bhopal, a city becoming important in India's Tier II sector.

#### GlobeNewswire

When it began, there were 101 guest rooms, with 20 meant for twin guests, 75 for king guests, 3 studio suites, 2 courtyard suites and 1 room for guests with special needs. Many amenities meant for business travellers were part of the design, for instance high-speed internet, specially-designed desks and the latest room for conferences.

You could choose from a variety of cuisines at the hotel, plus desserts and baked goods at Éclair, wines and cocktails at The Corner Bar and international favourites at MoMo Café. The outdoor pool, fitness centre and The Four Fountains Spa added to what the guests' could enjoy. The hotel's staff has worked to adapt Courtyard by Marriott Bhopal over time to keep up with what guests require. The hotel added 160 rooms and suites, opened the Itanori Italian-Japanese restaurant and upgraded its meeting venues to over 25,000 square feet, featuring the Lotus Terrace that seats many.

## II. OVERVIEW OF COURTYARD MARRIOTT, BHOPAL

A Quick Guide to Courtyard by Marriott in Bhopal Courtyard by Marriott in Bhopal shows Marriott International's goal of bringing luxury to smaller but expanding cities in India. The hotel began welcoming guests in 2013 and forms part of Marriott's Courtyard range which is respected worldwide for its mix of style with practicality for visitors on business and leisure trips. Located in an Important Area of Continuous Growth The hotel shares a border with DB City Mall, Bhopal's biggest and busiest mall, in Maharana Pratap Nagar. Government, IT, educational and business sectors all converge in this area, so it is an obvious location for Courtyard by Marriott to focus on business travellers. Bhopal Airport and major railway stations, along with the state assembly nearby, make G Square attractive for travellers from all over the world.

### [1.1]. Strategic Location in a Growing Metropolis

Marriott International's insight into urban change in India, especially among fast-changing tier-2 cities, is clear in Courtyard by Marriott Bhopal's location. The capital of Madhya Pradesh, Bhopal, has developed much in infrastructure, industry and commerce over the past two decades. Located in MP Nagar, the hotel is a perfect fit for these important development trends.

#### Central Business District Advantage:

MP Nagar serves as the nucleus of commercial and administrative activity in Bhopal. Hosting numerous government offices, IT companies, public sector undertakings (PSUs), banks, coaching centres, and private enterprises, this locality witnesses a high influx of business travellers, consultants, and officials throughout the year. By placing the hotel in this epicentre, Courtyard by Marriott ensures that its guests are minutes away from key institutions such as:

Vallabh Bhawan (State Secretariat)

Directorate of Public Instruction

Indian Railways' zonal offices

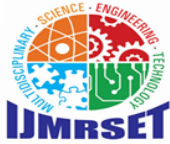
Nationalized banks and financial services firms

Educational institutions like CRISP and MANIT

This strategic connectivity supports the hotel's core customer segment: the business traveller seeking both convenience and a professional environment.

#### Proximity to DB City Mall – A Lifestyle Advantage:

Another key reason for choosing the location is that it's right next to the city's largest and finest shopping and entertainment mall — DB City Mall. Since everything is so close, guests can try numerous services and experiences right away. Fine dining and food courts are both types of restaurants. Top designer retail companies. Movie houses and family entertainment venues. It is also important to maintain access to essential services — pharmacies, ATMs, and salons. As a result, the hotel's range of experiences extends beyond its doors, pleasing guests, especially families, those traveling for business or pleasure, and individuals who seek more activities.



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### Accessibility and Transportation:

Courtyard by Marriott Bhopal is also strategically located because it is easy to reach. It takes about 25–30 minutes to reach Raja Bhoj Airport which is located 18 km from the city. Travelers can use the airport shuttle or rent a car for extra convenience at the hotel. At 6 km away from the city centre, Bhopal Junction Railway Station provides trains connecting the city to major cities such as Delhi, Mumbai and Hyderabad. Hotel guests who travel on business to nearby Mandi deep and Raisin will appreciate being close to the highway NH-46, formerly known as NH-12. You can easily catch an auto, a taxi or use Ola or Uber because the hotel is right in the centre of the city.

### Tourism & Government Interface:

Since the property is mainly designed for business, it still benefits since it is close to both tourist places and government headquarters. Since Van Vihar National Park, Upper Lake (Bhojtal), Taj-ul-Masajid, Shaukat Mahal and the State Museum are nearby, the hotel suits weekend, international and MICE (Meetings, Incentives, Conferences and Exhibitions) visitors. Besides, the city's status as a place for key national-level gatherings attracts high-ranking men and women nationally and internationally, with many of them opting for Marriott's hotels because of security, quality and the trustworthiness of the brand

### Bhopal's Growth and the Hotel's Long-Term Advantage:

Because of new initiatives in Bhopal, like those supported by the Smart Cities Mission, the metro rail project, manufacturing hubs and growing foreign investment, demand for top-notch hospitality infrastructure looks likely to keep increasing. Because Marriott introduced a Courtyard in Bhopal initially, it is ready to capture when the market grows, create lasting corporate relationships and gain loyal customers in the area. Since Courtyard by Marriott was here first, it has built up a brand reputation, strong operations and important partnerships in the region. Because of these advantages and its good location, the hotel can compete in an advantageous way.

### III. F&B AND EXPERIENCE OFFERINGS: A CULINARY AND EXPERIENTIAL EDGE

#### MoMo Café – The All-Day Dining Anchor:

The hotel's culinary offering centers around MoMo Café, a flagship all-day dining restaurant developed for Courtyard. Its open dining stations and pleasant decor encourage visitors to hang out, dine and stay connected.

**Key Features:** You can choose from buffet or à la carte for every meal at the restaurant. Customers can come to the pasta, dosa, omelet and stir-fry stations for a hot meal. Having themed food festivals regularly such as Rajasthani Nights or the Street Food Bazaar A selection of Indian, continental and Asian foods Gluten-free, vegan or Jain meals is available via special request Top menu selections at Burger King are... Butter Chicken made in its original style Fish Cooked with Lemon Butter Sauce Pizza baked in a brick oven Classical Bhopali Gosht Curry.

Breakfast at Radisson is always a favorite with guests, thanks to the fresh juices, artisanal bread, Indian dishes and their millet porridge and detox smoothies.

#### Itanori – Fusion of Italian and Japanese Flavors:

The restaurant, Itanori, shows great innovation in Bhopal by bringing together classic Japanese refinement and the hearty tastes of Italian specialties. This restaurant is great for people who feel adventurous about eating, those who eat to impress and food lovers everywhere. **Signature Offerings:** Your orders of sushi rolls and sashimi platters Risottos and pasta made with truffle Tempura-fried gnocchi Matcha-infused tiramisu By doing so, the restaurant helps Courtyard Bhopal lead the way for new dishes in central India. Many choose Themba for small business dinners and anniversary parties.

#### Éclair – The Bake Shop:

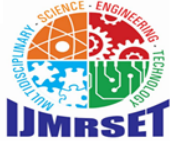
Éclair is located by the hotel lobby and offers a delightful and attractive atmosphere. It's popular with those who stay here and those who come to the hotel from Bhopal to meet, enjoy food to go or relax over a coffee.

**Menu Highlights:** Croissants, muffins and Danish pastries that have just been baked. A meal made from sandwiches and wraps Macarons from France and Belgian chocolates Coffee and tea that emphasize quality ingredients Custom wedding and conference cakes available from Éclair make events at the hotel even more valuable.

#### Corner Bar & Pool Bar – Relaxation Redefined:

If you're coming to relax or hang out, Courtyard Bhopal offers you the choice of two different bar areas.

**Corner Bar:** In the area next to the lobby, guests can enjoy fine wines, malt whiskeys and both alcoholic and non-alcoholic cocktails. The cozy atmosphere and lovely lighting offer a great place for after-office relaxation or starting a chat with



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coworkers. Pool Bar: The Pool Bar is right next to the outdoor swimming pool and gives a resort-like feeling. You can find light eats, drinks and juices, plus chilled beer throughout, often accompanied by soft music or DJ music on some weekends.

### In-Room Dining and Custom Events:

For those scheduled between meals or staying up late, having 24x7 in-room dining makes things much easier. The menu has comfort dishes from around the world and adds local dishes like: Green Curry is a Thai dish. Club Sandwiches Dal Tadka with plain rice Keema Pulao of Bhopal Also, the hotel's exciting F&B team is skilled in planning and serving meals for banquets, weddings and MICE events. The menus here are chosen to suit the occasion, the types of food preferred and the cultural background, so they might be continental or Indian thalis.

### Experiential Dining and Promotions:

The hotel maintains its offerings by holding a variety of activities such as: Saturdays or Sundays, where music entertains the crowds Events combining local and international chefs at Chef's Table Menus that change with the season and evenings featuring wine pairing Local events featuring regional foods such as "Bhopal on a Plate" showing regional favorites like rogan josh, poha-jalebi and mutton rezala Such efforts create loyalty among guests and bring guests and locals together, so that the hotel is known as a high-quality place to eat.

### Impact on Guest Experience and Revenue:

F&B at Courtyard Bhopal helps the hotel deliver high guest satisfaction, along with extra financial benefit. It brings people from outside the city which helps since Bhopal does not have a lot of popular restaurants. Often, returning guests, event planners and wedding parties pick your hotel because of how well you do meals as well as your hosting services.

## IV. ACCESSIBILITY AND TRANSPORTATION

Courtyard by Marriott Bhopal is strategically located so that guests enjoy top convenience in reaching the hotel. It takes around 25–30 minutes to get to Raja Bhoj Airport which is 18 kilometers from the city. Convenience is improved at the hotel by the service of an airport shuttle and car rentals. Only 6 km from the city, Bhopal Junction Railway Station provides trains that take you to big cities like Delhi, Mumbai and Hyderabad. Its location near NH-46 (earlier NH-12) which connects with Mandideep and Raisen, is convenient for guests on regional work trips. You can move around easily by using autos, taxis and Ola and Uber services, since the hotel is centrally located.

### [Tourism & Government Interface

Even though Courtyard by Marriott Bhopal is primarily a business hotel, it benefits from being close to both government buildings and popular tourist destinations. The hotel is desirable for weekend travellers, foreign visitors, and MICE (Meetings, Incentives, Conferences, and Exhibitions) attendees because it is close to popular tourist destinations like Van Vihar National Park, Upper Lake (Bhojtal), Taj-ul-Masajid, Shaukat Mahal, and the State Museum.

In addition, Bhopal is increasingly attracting high-ranking officials and delegates due to its growing reputation as a hub for national-level seminars, policy conferences, and bureaucratic exchanges; many of these individuals choose hotels with international brands, such as Marriott, for security, quality control, and service dependability.

## V. BHOPAL'S GROWTH AND THE HOTEL'S LONG-TERM ADVANTAGE

The continuous urban change in Bhopal, which is being fuelled by the Smart Cities Mission, the construction of metro rail, industrial corridors, and more foreign investment, indicates that there is a growing need for first-rate hospitality infrastructure. Marriott's early opening of a Courtyard property in Bhopal puts the company in a strong position to take advantage of future market growth, establish enduring relationships with corporate customers, and foster local brand loyalty. In contrast to rivals who might join the market later, Courtyard by Marriott already enjoys the advantages of established operational excellence, brand recognition, and regional strategic alliances. The hotel has a significant competitive advantage thanks to these elements and its prime location.

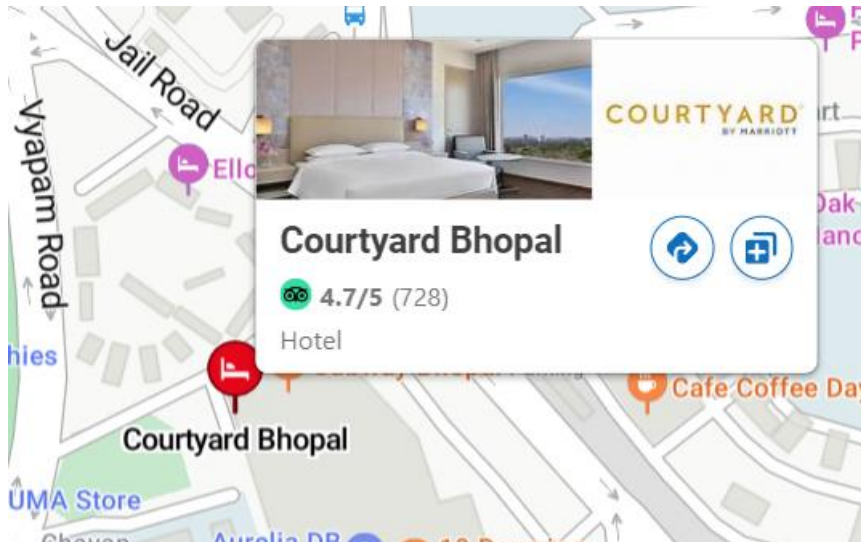




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Location



DB City Mall, Hoshangabad Rd, Zone-I, Maharana Pratap Nagar, Bhopal, Madhya Pradesh 462011

### VI. CONCLUSION

Courtyard by Marriott Bhopal is not just a successful hotel; it is a **case study in market leadership, adaptive service strategy, and brand excellence**. It proves that international hospitality can not only thrive but **lead transformation** in India's secondary cities—by combining **global benchmarks** with **local sensibilities**. As the hospitality landscape in India matures, the hotel stands as a model for how to build trust, loyalty, and lasting impact in emerging markets.

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