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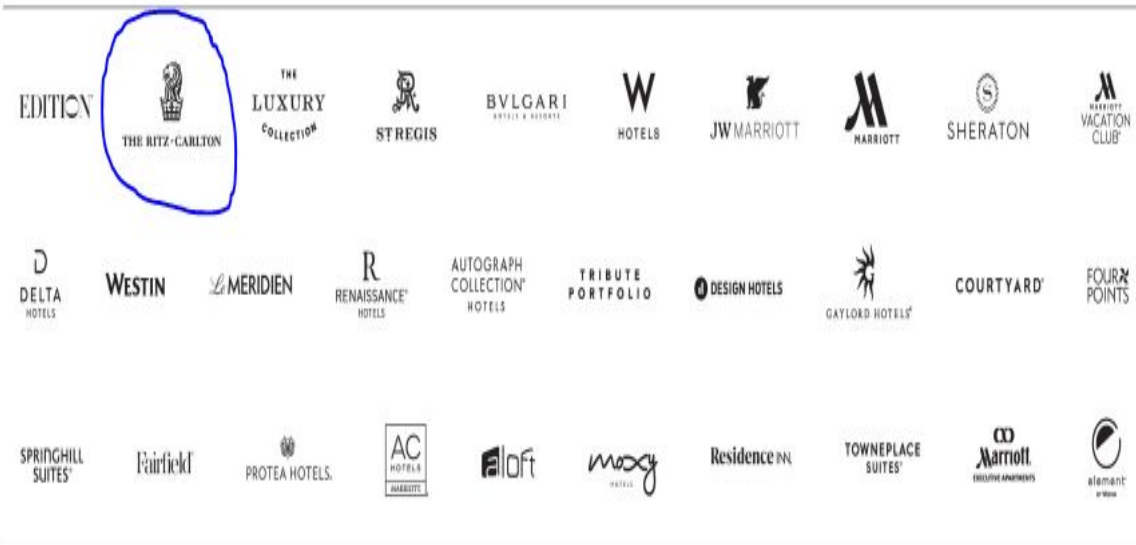
TABLE OF CONTENTS

- ◉ Introduction of The Ritz Carlton Slide 3
- ◉ Main consumers of The Ritz Carlton Slide 4
- ◉ Nature, scope and role of guest services and facilities..... Slide 5
- ◉ Role and function of guest services..... Slide 6-7
- ◉ Importance of hospitality management..... Slide 8-9
- ◉ How do hotels meet/exceed guest expectations?..... Slide 10-11
- ◉ Conclusion..... Slide 12
- ◉ References..... Slide 13

INTRODUCTION

- ◉ Marriott International is the parent company of “The Ritz Carlton hotel company”.
- ◉ “The Ritz Carlton” is a hotel brand spread across 30 countries.
- ◉ The "five-star luxury hotel" has "100 years of history" in the hospitality industry (Marriott.com, 2023).

MARRIOTT INTERNATIONAL

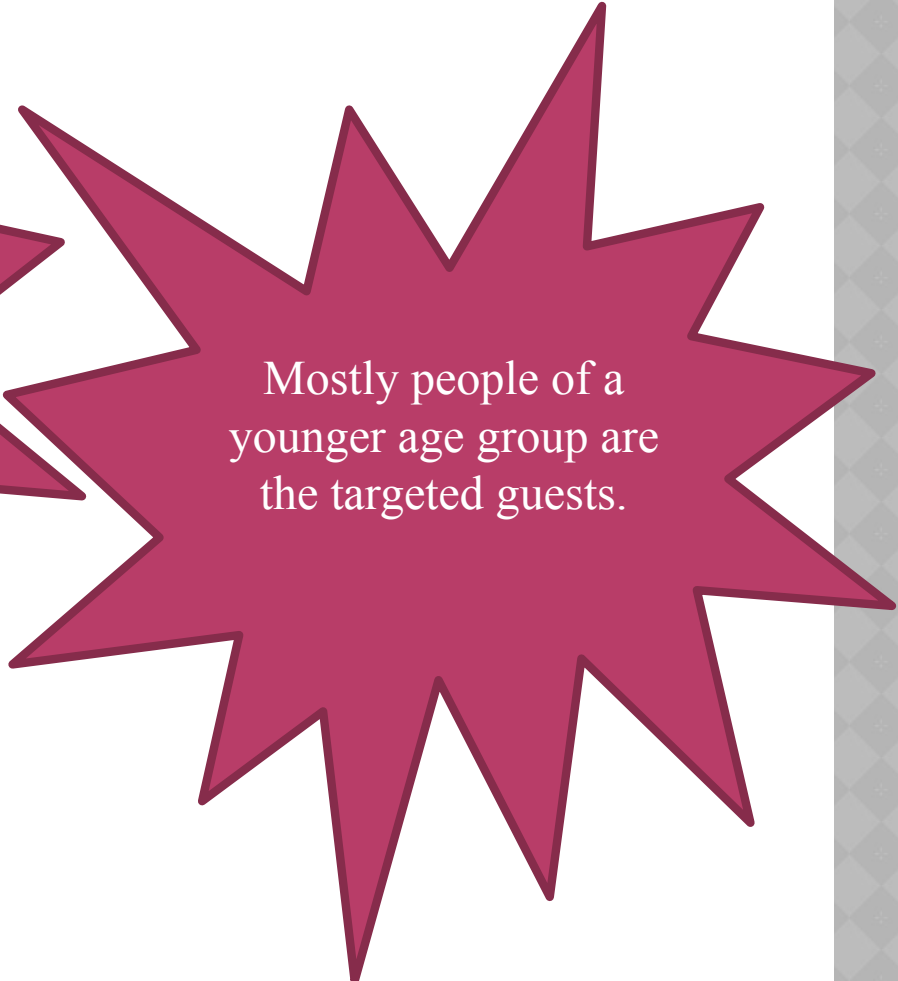


(Source:marriott.gcs-web.com, 2023)

PRIMARY CONSUMERS OF THE RITZ CARLTON



The customers mainly include business executives.
The targeted guests are generally from the upper-middle and upper class of society.



Mostly people of a younger age group are the targeted guests.

NATURE, SCOPE AND ROLE OF GUEST SERVICES AND FACILITIES

- The hotel staff greets their guests warmly and sincerely.
- The brand considers its staff as the most vital asset.
- The brand is determined to give standard customer service.
- A very fond farewell is given to all its guests.

ROLE AND FUNCTION OF GUEST SERVICES

- ◉ The quality of customer service determines the level of customer satisfaction (Teng, 2019).
- ◉ The main duty of “customer service representatives” is to provide assistance to the guests with all the hotel procedures.
- ◉ Their role involves accommodating their guests in a friendly manner.

At the hotel level, we have continued to work closely with our owners and franchisees to provide superior customer service while containing operating costs. Importantly, our guest surveys indicate that customer satisfaction continues to rise.

(Source:marriott.gcs-web.com, 2023)

ROLE AND FUNCTION OF GUEST SERVICES

- Customer service is essential in the field of hospitality industry as it creates an everlasting impression upon their guests.
- Guest services are important as these are responsible for enhancing guest satisfaction.
- This will further improve the brand image.

IMPORTANCE OF HOSPITALITY MANAGEMENT

- ◉ Hospitality in the hotel industry refers to the treatment any guest receives while accommodating in the hotel.
- ◉ The hospitality industry provides the basic needs of the guests.
- ◉ They help in providing satisfactory customer services.
- ◉ They are determined to provide an enjoyable experience to all the customers.

The company is continuing to focus on expanding the breadth of travel offerings available to its customers.

(Source:marriott.gcs-web.com, 2023)

IMPORTANCE OF HOSPITALITY MANAGEMENT

- ◉ Hospitality management plays a vital role in increasing or decreasing the business volumes.
- ◉ For successful business in the field of hotel industry, the hospitality management team should be excellent.
- ◉ Hospitality management gives many opportunities to the students to have an international career.

Loyalty and Credit Card Programs

Marriott Bonvoy® is our travel loyalty program and marketplace through which members have access to our diverse brand portfolio, rich benefits, and travel experiences. Members can earn points for stays at our hotels and other lodging offerings, such as Homes & Villas by Marriott Bonvoy™, a global offering focusing on the premium and luxury tiers of rental homes, as well as through purchases with co-branded credit cards and our travel partners. Members can redeem their points for stays at most of our properties, airline tickets, airline frequent flyer program miles, rental cars, products from Marriott Bonvoy Boutiques®, and a variety of other awards, including experiences from Marriott Bonvoy Moments™. We refer to our Marriott Bonvoy loyalty program throughout this report as “Marriott Bonvoy” or our “Loyalty Program.”

(Source:marriott.gcs-web.com, 2023)

HOW DO HOTELS MEET/EXCEED GUEST EXPECTATIONS?

- Exceeding guest expectations means delivery of outstanding customer experience.
- Consistent innovations could improve customer experience exceeding their expectations.
- Proper training of the hotel staff would improve the guest experiences.

HOW DO HOTELS MEET/EXCEED GUEST EXPECTATIONS?

- ◉ The hotels can improve their guest experiences by the consistent feedback from their guests.
- ◉ The hotels should incorporate digital solutions for their guest's grievances.

Serve Our World

Environmental, Social, and Governance (ESG) is an integral part of our company's culture and strategy, and we are focused on making a positive and sustainable impact wherever we do business.

(Source:marriott.gcs-web.com, 2023)

CONCLUSION

- ◉ The Ritz-Carlton company is one of the known hotel subsidiaries of Marriott International.
- ◉ The hotel brand is committed to provide extraordinary experiences to all their customers.
- ◉ The hospitality management is consistently updating and is providing innumerable career opportunities to the students.

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