



THE RITZ CARLTON

The role and importance of quality service, hospitality, and guest services within the hotel Industry

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Introduction

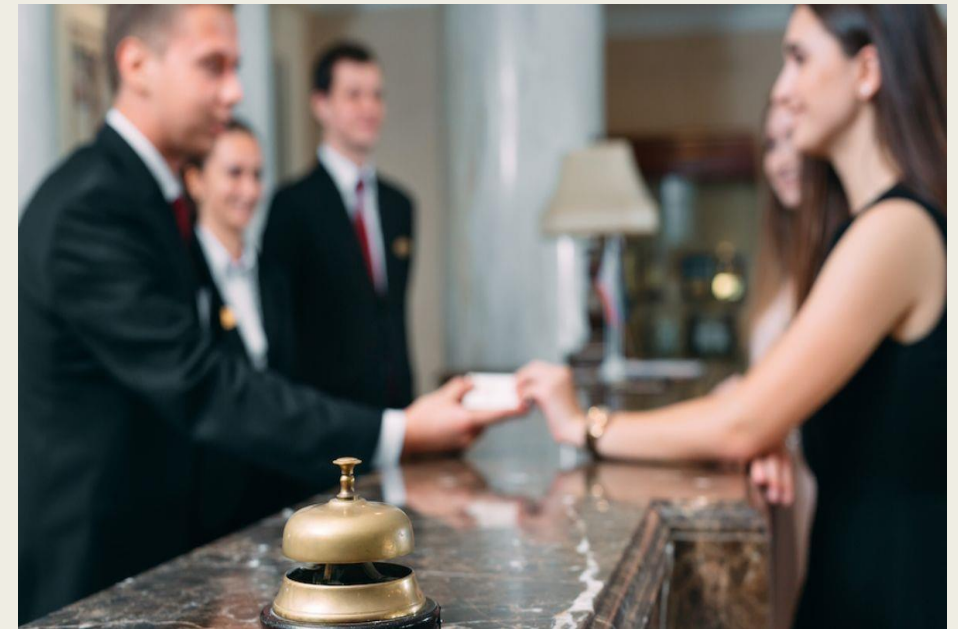
History of the Ritz Carlton

- The Ritz-Carlton originated in America
- Known to have revolutionized the hospitality industry by introducing luxury in a hotel setting
- The brand was purchased by Marriot International in 1998
- Their success has only continued to grow
- The hotel currently has 108 luxury hotels and resorts in 30 different countries and territories

Ritz Carlton (2023)

The customer profile

- Hotels have developed to have different characteristics and assets to attract specific customers
- The Ritz Carlton could be identified as belonging within the luxury, upper scale side of the hospitality industry
- Whilst the segment that they target is small, these customers have significant purchasing power
- The customers seek premium location, customers service, high end décor and most importantly they seek experiences that are “tailored” and “glamorous”.



(De-Miguel-Molina et al, 2018; Novotna and Kunc, 2019)

Role and function of guest services

- To assist when help is needed and solve problems
- To prepare in advance to meet needs and demands
- To be thoughtful and make experiences more memorable
- To deliver a personalized service
- To make a guest feel like they are the most important person in the building
- To build a relationships with customers and gain their loyalty
- It complements tangible products

(Knutson et al, 1993; Walls et al., 2011)

How does the customer identify a service of quality?

- The definition of service quality, as presented by Hamdan et al. 2022 is that service quality can be considered the appraisal of the service made by customers.
- In order to evaluate whether a service is of quality, the customer takes into consideration a series of both tangible and intangible assets.



TANGIBLE



INTANGIBLE



Tangible Assets Facilities

- The brand puts a premium on the products that they offer
- Each building of the brand has unique architecture and offers premium rooms and upper scale restaurants
- Ritz-Carlton in New York as seen in the picture has been refurbished to represent the spirit of the lively city, combining a beaux art style with the 21st century designs

Intangible Assets

Guest Services at The Ritz Carlton

“Guests service in hospitality industries is one of the main business processes which leads to grow and attract potential guests and they contribute to meeting or exceeding guest expectations” (Ali, 2021).

RELIABILITY

RESPONSIVENESS

COMPETENCE

COURTESY

COMMUNICATION

CREDIBILITY

SECURITY

(Ali, 2021; Enz and Siguaw, 2000; Schneider et al., 1997)



CONCLUSION

- At the Ritz service delivery is all about providing reliable service whilst going the extra mile each time
- They offer high quality products complemented by services and encounters that create an experience
- Guest services help build good reputation.

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