



TITLE PAGE

Module- Hospitality and Guest Service

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PRESENTATION

- ▶ Welcome to the presentation
- ▶ In this presentation, the role, importance of hospitality and guest service within the hotel industry will be described.
- ▶ In this presentation I will discuss about The Ritz-Carlton hotel.

Content Table

- ▶ Introduction
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Introduction

- The Ritz-Carlton hotel company (2023) states that:
- ▶ The Ritz-Carlton hotel is a magnificence hotel and has high level quality service.
- ▶ The Ritz-Carlton hotel is a global business company based in the USA.
- ▶ The company has more than 100 luxury hotels and resorts in 30 countries.
- ▶ The Ritz-Carlton Hotel was established in 1983.
- ▶ The hotel was increased in other places. The Ritz-Carlton is a well-known brand of Marriott International.
- ▶ (Ritz-Carlton Company, 2023).



The Ritz Carlton's Main Consumer

- ▶ Ritz-Carltons main aim is to target business executives, celebrities, national and international sportsmen.
- ▶ The Ritz-Carlton is highlighted for its work. Ritz- Carlton serves the people who never mind paying extra money for comfort and luxury. They are always upgrading their service for maintained its position within the elite class of the society. (MBA Skol Team, 2019).

The role of the guest service in The Ritz-Carlton hotel

According to Catherine 2019, the Gold Standards roles are

- ▶ The credo
- ▶ Motto
- ▶ Three steps of service
- ▶ Service Values
- ▶ The 6th Diamond
- ▶ The Employee Promise
- ▶ (Crm organization, 2019).

The Ritz-Carlton hotel facilities

► The Ritz-Carlton has raised the standard of luxury travel. Now I would like to describe some specialty about The Ritz-Carlton hotel.

1. Suites and Villas
2. Restaurants and Bar
3. The Ritz-Carlton club level
4. Golf
5. Spa and wellness

(The Ritz-Carlton Hotel Company, LLC, 2023).

Role and function of guest service in general

- ▶ Welcoming guests when they arrive also making them feel special.
- ▶ The main role of the guest service are to help customers to check-in and check-out.
- ▶ Room assigning and look after administrative duties.
- ▶ Mail and messages delivering for the guest.
- ▶ Provide the information about good place to eat and famous place to visit.
- ▶ Book a local taxi, cinema ticket etc.
- ▶ Respond for extra needs for example extra pillow or extra blanket for the room.
- ▶ Collect the laundry and returned after washing.
- ▶ (Betterteam Ltd, 2023).

Importance Of Hospitality

- ▶ Hospitality helps to expand business. Excellent hospitality always brings excellent growth, According to recent report, in the USA, 86 percent of young guest are willing to pay extra for a excellent guest experience.(NECHE, 2020).
- ▶ According to Solomon 2019 in his book 'The Heart of Hospitality' he stated
' The Hospitality Industry transforms essential like a bed, a room, a meal into an experience that is warm, comforting, memorable and even magical' (Solomon,2019).
- In the hospitality industry to have a wow expectation staff need to make an excellent impression for guest.

How hotel meet guest expectation

- ▶ In the hospitality organization there are five senses that can used for fulfil guest expectation.
- ▶ Which are – 1. Sight 2.Sound 3.Smell 4. Touch 5.Taste
- ▶ Sight- On hotel website, colours in branding and logos think visuals.
- ▶ Sound- Juslin and Vastfjall (2008) they stated that listening to sound such as music and noise can have an effect on the guest mood and emotion, due to the fact that it can cause brain to give dopamine.
- ▶ Smell- Consider the smell of popcorn , smell of hotel toiletries.
- ▶ Touch- The largest organ in human body is skin. (National Geographic,2017).
- ▶ Taste- In the human mouth there are 10,000 taste buds, huge chance to provide tastes in settings to enhance guest quality service.
- ▶ (Hospitality Insights (N.D), 2022)



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Conclusion

- ▶ In this conclusion it can said that, The Ritz-Carlton hotel is very special and unique for its special guest service , and for all the modern facilities.
- ▶ The most vital factor in hotel industry are guest fulfilment (Jandel-Leavitt, 1995)
- ▶ The important role of Ritz-Carlton is giving customers what they require and give them a Wow factor .(Leonard & McAdam, 2002).

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- ▶ [The ritz carlton hotel - Bing images](#)