

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The road is light-colored and contrasts with the dark green foliage. The perspective is from above, looking down at the road as it snakes through the trees. The lighting suggests a bright day, with some highlights on the road and the tops of the trees.

BMIH4003

Hospitality and

Guest Services

Here is where your presentation begins

TABLE OF CONTENTS

- 1. INTRODUCTION**
- 2.WHAT IS HOSPITALITY MANAGEMENT?**
- 3.RITZ-CARLTON HOTEL COMPANY**
- 4.TARGET CUSTOMER OF RITZ**
- 5.CARLTON HOTEL COMPANY**
- 6. NATURE & SCOPES OF GUEST
SERVICES OF RITZ-CARLTON HOTEL COMPANY**
- 7. IMPORTANCE OF THE HOSPITALITY
MANAGEMENT**
- 8. HOW HOTELS MEET/EXCEED GUEST
EXPECTATIONS**
- 9.HOW HOTELS MEET/EXCEED GUEST
EXPECTATIONS**
- 10.CONCLUSION**
- 11. REFERENCE LIST**

INTRODUCTION

Hospitality and guest services is that particular type of management that defines the responsibilities towards managing the hotel operations and providing the best customer services (Wood 2017).



WHAT IS HOSPITALITY MANAGEMENT?



Hospitality Management

Hospitality Management is a crucial part of the tourism industry (Weaver & Lawton 2014). The Aim of this industry is to create a positive customer experience where the customer satisfaction can be created through savouring a delicious meal, unwinding in a lavish spa, or having a good night's sleep while away from home (Walker 2017).

RITZ-CARLTON HOTEL COMPANY

Ritz-Carlton Hotel Company, is an American luxury hotel chain owned by its parent organisation Marriott International (Stuardo 2014.). In addition to The company runs 108 deluxe hotels and resorts with 29,158 rooms in 30 countries and territories, with 46 hotels with 8,755 rooms currently under construction.(Singh 2013).



THE RITZ-CARLTON®

TARGET CUSTOMER OF RITZ-CARLTON HOTEL COMPANY

Ritz-Carlton Hotel Company, aims to provide a distinctive, memorable, and personal experience for each of its customers' comfort. Targets include affluent and upper-middle class families, tourists, businessmen, and companies (Schneller & Coburn 2018). The business has established itself as a luxurious chain that prioritizes leaving a positive impression on visitors. Ritz Carlton leverages premium pricing as a result of its image as a high-end hotel chain (Robinson, Lück & Smith 2013). It serves dignitaries and prominent members of the affluent class who are willing to spend extra for luxurious settings.



THE RITZ-CARLTON®



NATURE & SCOPES OF GUEST SERVICES OF RITZ-CARLTON HOTEL COMPANY

One of the most critical sectors in the service sector, the hospitality sector includes many categories (Goeldner & Ritchie 2017). In the customer-host relationship-based industry of hospitality, the host takes care to best meet the client's fundamental needs. The Scopes of the Guest services for Ritz- Carlton Hotel are:

1. Travelling
2. Lodging
3. Food & Beverages
4. Event Management
5. Cruise & Yacht
6. Spa.



IMPORTANCE OF THE HOSPITALITY MANAGEMENT

In our daily life, we need to travel from one place to another quite often in terms of vacation, business, etc. So while lodging and traveling, numerous hospitality services become a necessity (Robinson, Lück & Smith 2013). In this term, the importance of hospitality management comes in front of us.

Some these are:

1. The underlying meaning of the word Hospitality;
2. Increased client loyalty;
3. Outstanding brand reputation;
4. Industry that pays well to work in;
5. Memorable experience for visitors.



HOW HOTELS MEET/EXCEED GUEST EXPECTATIONS

Customer minds are the most complicated thing to understand in this world, and achieving customer satisfaction, takes work. In terms of meeting customer satisfaction, the managers had to face lots of struggles. In the meantime, exceeding the customer's expectations can be beneficial to achieve customer satisfaction (Luiz Moutinho & Alfonso Vargas Sánchez 2018). Customer satisfaction depends on an understanding of the relationship between visitor experience and their expectations. Meeting or exceeding expectations will lead to positive comments and repeat business. Understanding tourist expectations can help hotels create specific market segments and pre-stay communications (Goeldner & Ritchie 2017). You may create a solid competitive edge to help you stand out from rivals by defining your target audience and comprehending their beliefs and expectations (Chhabra 2010). Then, to reinforce expectations across channels, you can develop a consistent message for your website, social media accounts, and the entire business.

HOW HOTELS MEET/EXCEED GUEST EXPECTATIONS

Customer satisfaction depends on the previous and present experiences which lead them to future expectations (Aquino, Lück & Schänzel 2018).

To exceed expectations, hoteliers must first have a thorough understanding of their clients. Develop a baseline level for what "meeting expectations" for the guests means to create individual experiences that are sure to stand out. Find points along the guest's journey where the hotel staff can go above and beyond to please them.



CONCLUSION

Hospitality and guest services are vital parts of tourism management. In the tourism industry, if the organizations fail to satisfy the customers with the services they have provided, it will create a fall in the industry (Boone et al. 2020). Tourism the sector is not all about vacations; it includes different essential events like business, weddings, etc. Ritz- Carlton is also one of the most renowned businesses In the tourist sector, businesses strive to offer their clients the finest services possible and daily set new standards..



- Aquino, RS, Lück, M & Schänzel, HA 2018, 'A conceptual framework of tourism social entrepreneurship for sustainable community development', *Journal of Hospitality and Tourism Management*, vol. 37, pp. 23–32.
- Boone, LE, Kurtz, DL, Khan, MH & Brahm Canzer 2020, *Contemporary business*, John Wiley & Sons Canada Ltd, Toronto, Ontario.
- Chhabra, D 2010, *Sustainable marketing of cultural and heritage tourism*, Routledge, Milton Park, Abingdon, Oxon ; New York.
- Goeldner, CR & Ritchie, B 2017, *Tourism : principles, practices, philosophies*, Wiley, Hoboken, Nj.
- Holloway, JC & Humphreys, C 2016, *The business of tourism.*, Pearson, Upper Saddle River.
- Luiz Moutinho & Alfonso Vargas Sánchez 2018, *Strategic management in tourism*, Cabi, Wallingford, Oxfordshire ; Boston, Ma.
- Mahesh Chandra Singh 2013, *Hospitality management*, New Delhi Centrum Press.
- Robinson, P, LückM & Smith, S 2013, *Tourism*, Cabi, Wallingford.
- Saurabh Kumar Dixit 2020, *The Routledge Handbook of Tourism Experience Management and Marketing*, Routledge.
- Schneller, AJ & Coburn, S 2018, 'For-profit environmental voluntourism in Costa Rica: teen volunteer, host community, and environmental outcomes', *Journal of Sustainable Tourism*, vol. 26, no. 5, pp. 832–851.
- Singh, S 2013, *Hospitality management*, Random Publications, New Delhi.
- Stuardo, P 2014., *First Steps in SAP SuccessFactors - Performance and Talent Management*, Espresso Tutorials GmbH.
- Walker, JR 2017, *Introduction to hospitality management*, Pearson, Boston.
- Weaver, DB & Lawton, L 2014, *Tourism management*, 5th edn, Wiley, Milton, Qld.
- Wood, RC 2017, *Hotel Accommodation Management*, Routledge.

Thank You!

