

The Role & Importance of Hospitality & Guest Services within the Hotel Industry

~RITZ CARLTON~

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Introduction of Ritz Carlton

- Since being acquired by Marriott International in 1998, the brand has expanded and offered exceptional services to its customers
- The organization has a rich history of 100 years with an unshakable commitment to service to its guests.
- The hotel provides services such as Spa, shopping options, gift cards, and others.

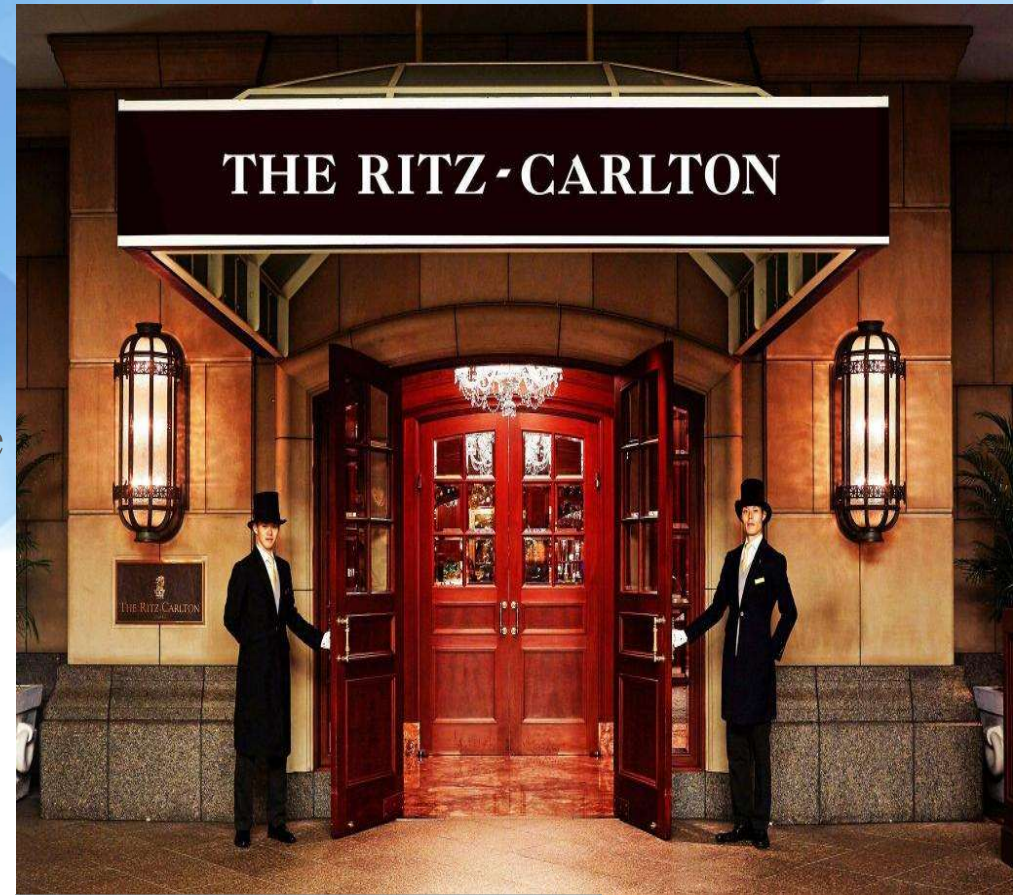


Source: The Ritz-Carlton, Abu Dhabi: Lighting Design (2022)

Introduction

The study's objective

- The function and value of high-quality service
- Guest Services and Hospitality
- Defining several elements of services quality



Source: Agoda.com (2023)

Identify the primary customers for the hotel brand.

- The main customers of the organisation are young travellers who seek travel for an adventurous feeling.
- The organisation also has a local or domestic consumer base in the UK.
- The main consumers of Ritz Carlton are the upper class people from Boston, Philadelphia, Atlantic City (Ritz Carlton, 2022).



Source: The Luxury Travel Expert.com (2018)

Outline the nature of guests by the hotel brand

- The nature of Ritz Carlton is that the organization has a rich culture and history.

Outline the Scope of guest services in the Ritz Carlton

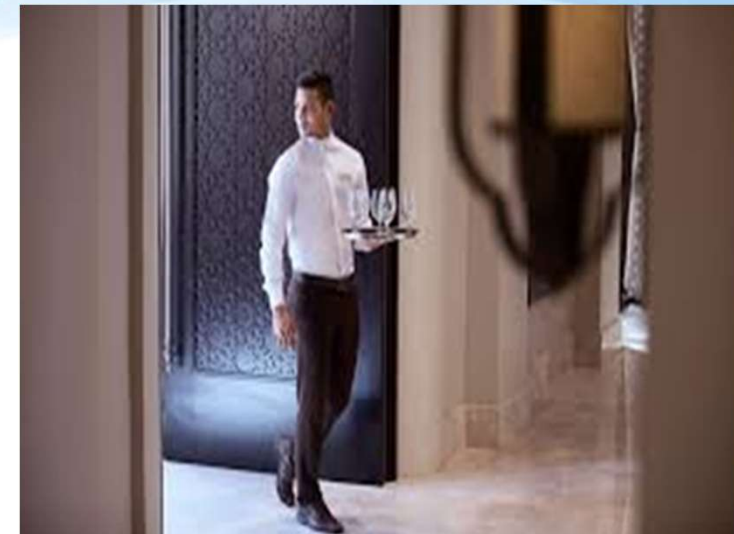
- The scope of the organization is to provide accommodation services to high-paying customers

Outline the role of guest services in the Ritz Carlton

- The organization also has the scope to provide guests with many amenities such as personal treatment, a high-end spa, laundry services, and others.



Source: Gettyimages.co.uk (2019)



Source: Ritzcarlton (2019)

Describe the significance of taking into account the basic purpose and role of guest services

- Guest service is a significant role in the hospitality business organization. As it directly communicates and collaborates with the guest who is coming into the hotel.
- Guest service is an essential function of a hospitality business organization
- In this context, it can also be stated that guest service is also a prominent way of dealing with the requirement of the guest in the hotel (Wood, 2015).
- It will prominently increase the growth of the particular hospitality organization in the market (Buhalis and Leung. 2018).

Talk about the value of hospitality and how hotels fulfil or beyond visitors expectations

- Hospitality is a vital part of the business organisation as it supports developing a positive relationship with the customers.
- The hotel business provides excellent services to guests concerning meeting the guest's expectations (Ali et al., 2021).
- Excellent hospitality deepens the present relationship and develops the space for new ones to flourish (Walker, 2013).



Source: Luxury Travel Advisor.com (2022)

Conclusion

The above study concludes with the ascription of hospitality service and its significance for the hotel business in the market. It equally highlighted the overview of Ritz Carlton and its services and offerings to the customers. Moreover, it includes the main customers of this hotel brand in the market including how it provides the service to the customers. It also involves the nature and scope of the guest service and facilities given to the guest by the hotel brand. On the other hand, it prominently covered the role and function involving the guest service facility. Lastly, it shed light on the significance of hospitality and how hotels are meeting guest expectations.



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A wooden-framed letterboard with a black felt surface is centered on a rustic wooden table. The words "Thank You" are written in white, serif, all-caps letters. To the bottom left is a vintage orange rotary telephone. To the bottom right is a portion of a vintage typewriter. A large green leaf is in the top right corner.

Thank
You