

THE ROLE AND IMPORTANCE OF QUALITY SERVICE, HOSPITALITY AND GUEST SERVICES WITHIN THE HOTEL INDUSTRY

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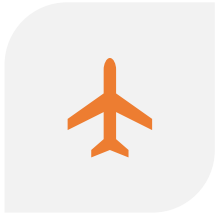
Introduction

We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience. (The-Ritz Carlton, 2023)

- MORE THAN 100 HOTELS IN 30 COUNTRIES
- ESTABLISH IN 1983
- THE RITZ CARLTON IS PART OF MARRIOTT INTERNATIONAL PORTFOLIO



MAIN CONSUMERS



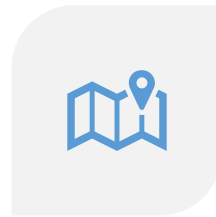
BUSINESS
TRAVELLERS



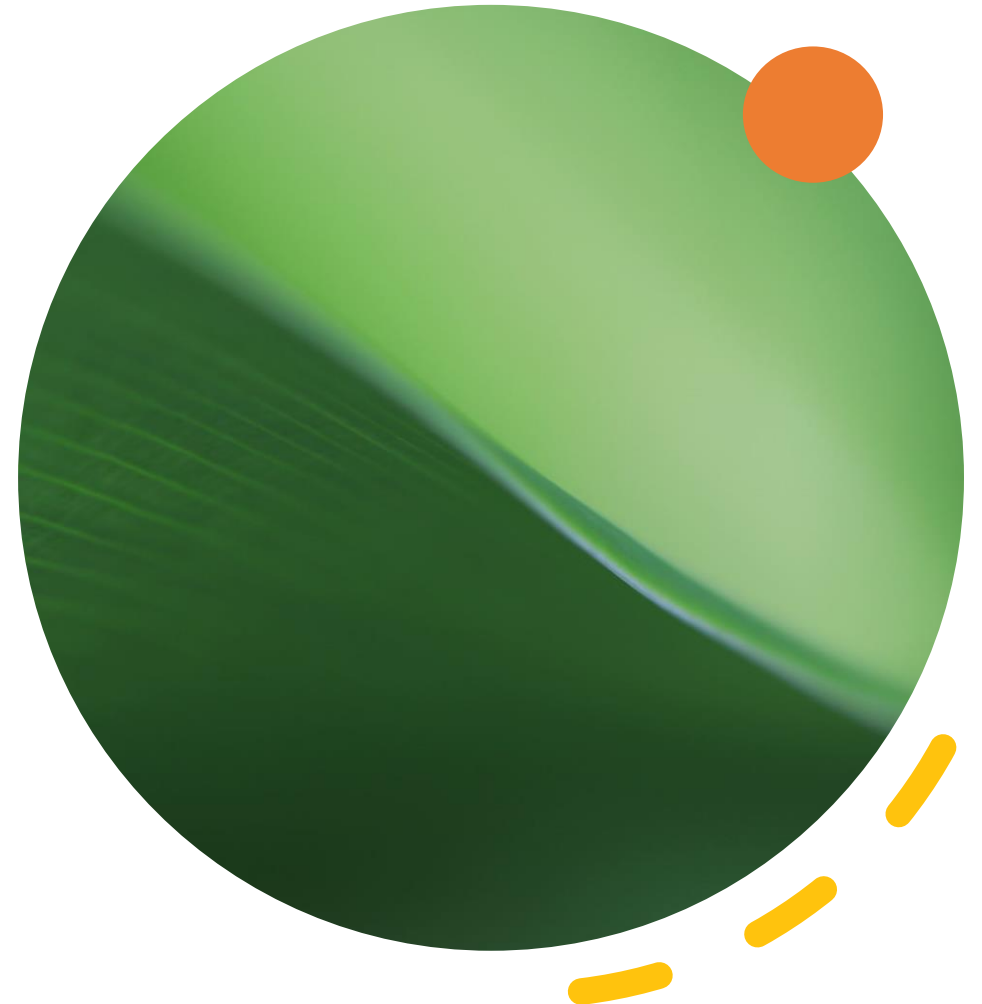
LEISURE
TRAVELLERS



HIGH-NET-WORTH
INDIVIDUALS



DISCERNING
TRAVELLERS



NATURE, SCOPE AND ROLE

- EXCEPTIONAL AND PERSONALIZED EXPERIANCE
- LUXURY ACCOMMODATION
- COMMITMENT TO EXCEPTIONAL HOSPITALITY



NATURE, SCOPE AND ROLE

DIFFERENTIATION

STAFF
ENGAGEMENT

GUEST
SATISFACTION

GUEST LOYALTY

BRAND
REPUTATION

IMPORTANCE OF HOSPITALITY

- ANTICIPATING GUEST NEEDS
- EXCEPTIONAL SERVICE OFFERS
- ATTENTION TO DETAIL
- GOING ABOVE AND BEYOND

By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company (The Ritz Carlton, 2023)





CONCLUSION

- The Ritz Carlton, a luxury hotel who offer the best experience and services to their customer. Spa, events space and restaurant

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THANK YOU

