



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

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The Ritz-Carlton History

- ❖ The history of Ritz-Carlton starts in the early 1900s.
- ❖ They have innovated the hotel business by creating luxury stays for the guests.
- ❖ In 1983, The Ritz-Carlton Hotel Company was founded.
- ❖ In 1998 the company was bought by Marriot International.
- ❖ At the moment they have more than 100 hotels and 50 residential properties in more than 30 countries.



THE RITZ-CARLTON

THE RITZ-CARLTON

“We are Ladies and Gentlemen
serving Ladies and Gentlemen”



How Ritz-Carlton stand up in hotel industry

- ❖ Unforgettable Experience
- ❖ Impeccable Attention to detail
- ❖ Sophisticated Properties located in Prime Locations
- ❖ Each Hotel reflects its unique surroundings while maintaining the brand timeless elegance
- ❖ Service Culture
- ❖ Personalized and Anticipatory service
- ❖ World-Class Dining Options
- ❖ Luxurious Spas
- ❖ Elite host for weddings, meetings or social events

Ritz-Carlton Targeted Customers

- ❖ Wealthy individuals and discerning tourists who seek high levels of luxury, comfort and personalized attention.
- ❖ Business executives, Corporate travellers who value luxurious facilities and refined experiences.
- ❖ Celebrities and rich people who look for a fabulous experience.

Ritz-Carlton Famous Customer Service

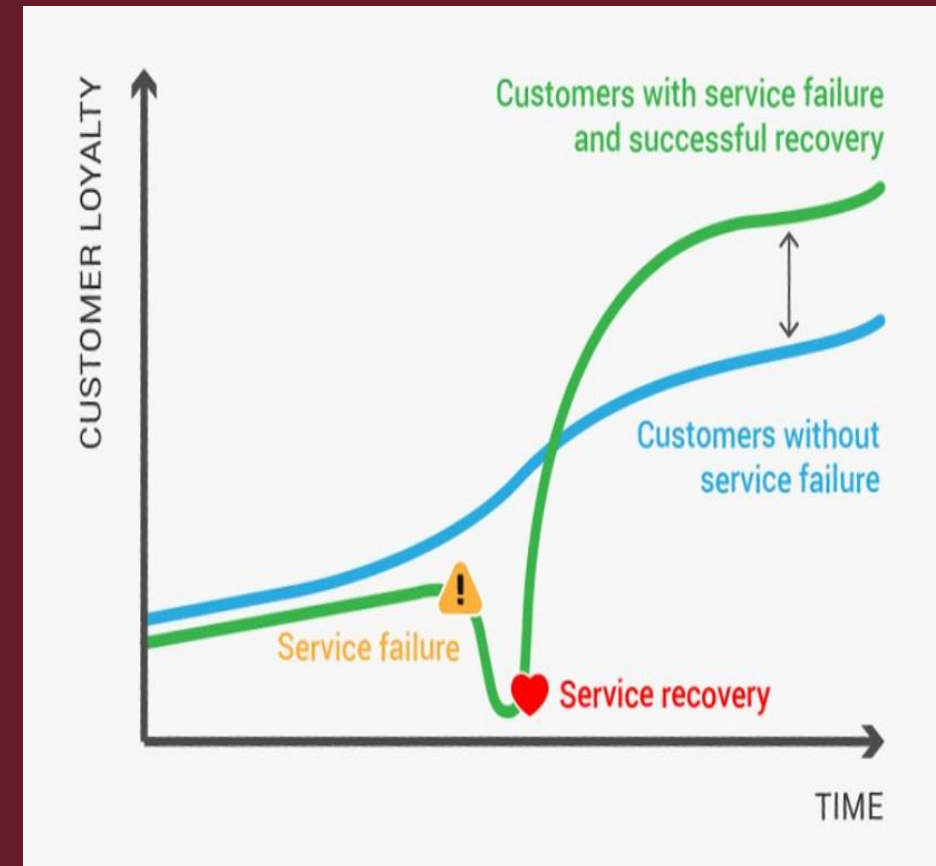
- ❖ Personalization and Anticipation
- ❖ Empowered Employees: The \$2000 rule.
- ❖ Continuous Training
- ❖ Emotional Engagement
- ❖ Quality Control
- ❖ Recovery and Service Excellence

Going The Extra Mile

- ❖ Going the extra mile is part of the Gold Standards at Ritz-Carlton
- ❖ Ritz-Carlton, Bali – Special Eggs and Milk
- ❖ Dove Mountain Resort, Arizona – Thomas Train

Service Recovery

- ❖ The Ritz-Carlton is known for their excellent customer service but also they know that a guest that experienced a service failure will become more loyal after a service recovery than a customer that didn't experienced a service failure at all.
- ❖ The Service Recovery Paradox creates positive stories about the businesses and people will go and tell their friends and colleagues.



The role and function of guest service

- ❖ Customer service.
- ❖ Assistance and information
- ❖ Problem resolution
- ❖ Special services and facilities
- ❖ Communication and coordination
- ❖ Feedback and improvement

Importance of Hospitality

- ❖ The Hospitality is at the heart of Hotel Industry.
- ❖ The hospitality helps building the following:
 - Guest satisfaction
 - Guest loyalty
 - Reputation Management
 - Differentiation

How hotels meets and exceeds guest expectations

- ❖ In order to meet and exceed guest expectations a few steps must be taken:
 - Be a good listener
 - Identify and anticipate needs
 - Make guests feel important and appreciated
 - Power of "Yes"
 - Go above and beyond

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