



RITZ-CARLTON
BRAND OF
MARRIOTT HOTEL

THE RITZ-CARLTON



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THE RITZ-CARLTON



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INTRODUCTION

Marriott International's Ritz-Carlton brand is noted for its high-end service, luxurious accommodations, and prestige. From its historic Paris headquarters to its expansive properties in exotic places, the Ritz-Carlton has provided travelers with unmatched elegance and refinement since 1911 (Hudson,2017). The Ritz-Carlton is a top hotel brand for discerning travelers due to its dedication to personalised service, superb facilities, and world-class gastronomy.



Source: Huang, Z., (2021)

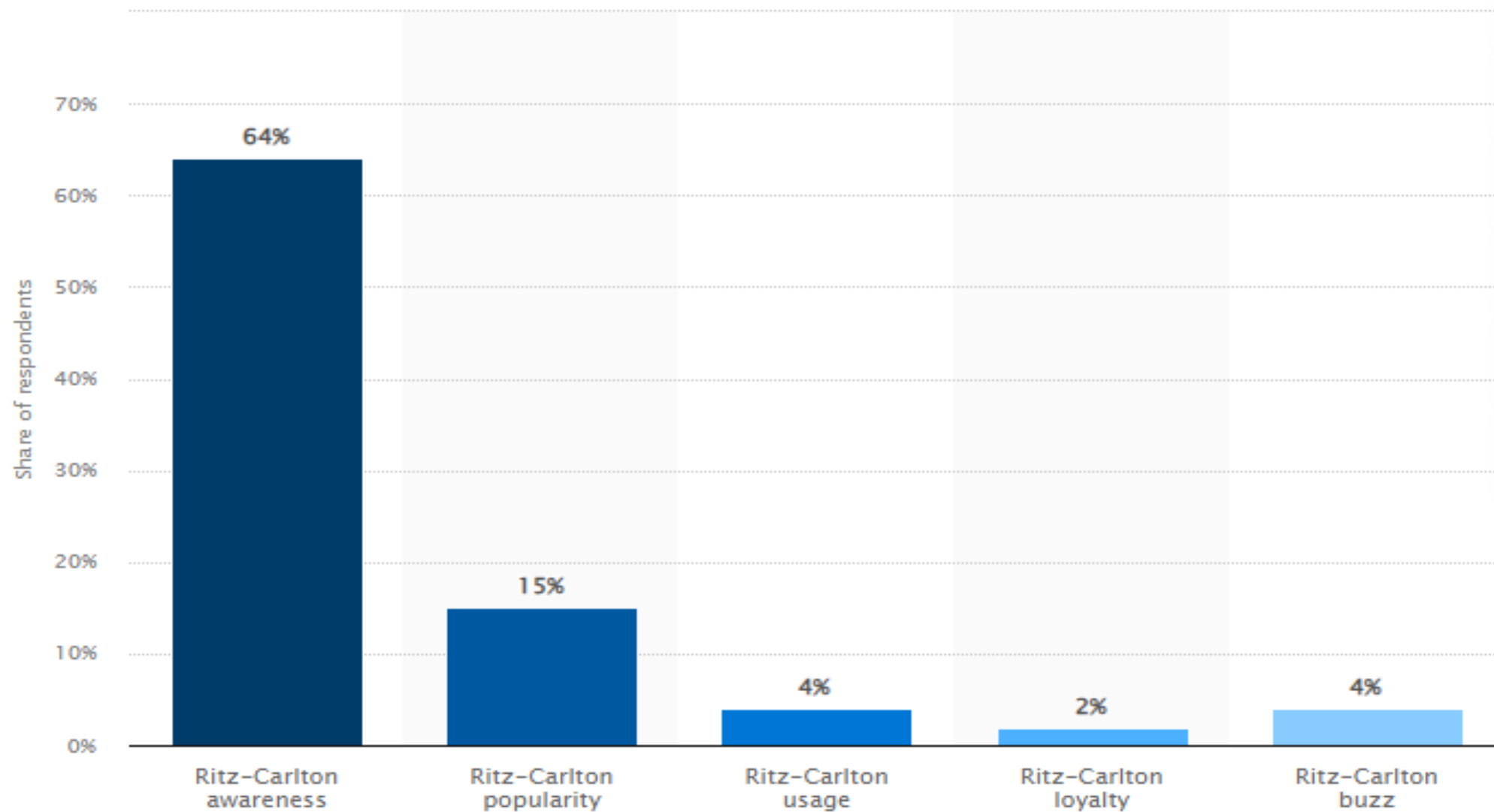
CUSTOMERS

- Marriott's Ritz-Carlton brand attracts wealthy travelers seeking luxury.
- These customers are eager to spend more for excellent service, luxurious lodgings, and prestige (Huang, 2021).
- They are usually high-end business travelers or families looking for a luxurious vacation.
- The Ritz-personalised Carlton's service and luxury facilities attract wealthy people and families (Sriyothin, 2016).
- Ritz-Carlton targets high-end corporate travelers. These business travelers want the finest in comfort, convenience, and services.
- The brand's beautiful suites, excellent service, and large meeting and event facilities make it perfect for corporate gatherings and meetings.



Source: Huang, Z., (2021)

Ritz-Carlton brand awareness, usage, popularity, loyalty, and buzz among hotel customers in the UK in 2022



Source: Kunst, A. (2022)

SERVICE AND FACILITIES OF GUEST

- Ritz-Carlton offers luxury and unforgettable guest services and amenities. The brand targets wealthy families and business travelers (Kurniawan, 2021).
- These significant services and amenities include:
- Accommodations: The Ritz-Carlton has luxurious rooms and suites with the newest technology and facilities. Standard rooms, suites, and specialised suites provide different levels of luxury and comfort.
- Dining: The brand provides fine-dining, casual, and in-room dining.
- Meetings and events: The brand offers large meeting and event facilities with cutting-edge technology and services, making it perfect for corporate occasions (Gupta, 2018). Small meetings to major conferences may be held in the meeting and event areas.
- Leisure activities: The brand provides several leisure activities to suit visitors' tastes. Outdoor activity, exercise, entertainment, and cultural and historical excursions provide tourists with a well-rounded vacation.

ROLE AND FUNCTION OF GUEST SERVICES AT THE RITZ-CARLTON

Guest services at the Ritz-Carlton offer visitors with a tailored and seamless experience to meet and exceed their demands (Wan, 2015). During their stay, guest services provide information, guidance, and support.

The Ritz-Carlton guest services staff handles:

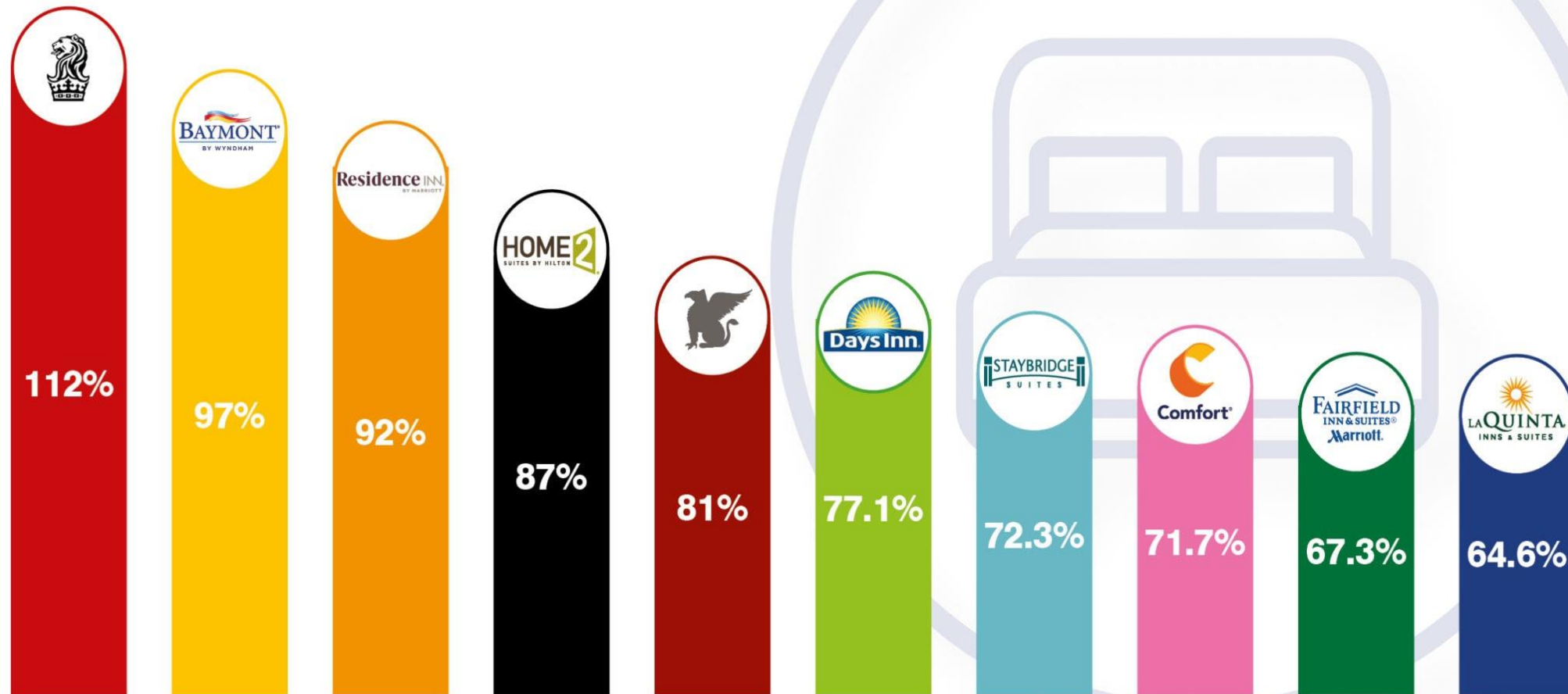
- Check-in and check-out: The guest services staff ensures a seamless, quick, and welcoming procedure.
- Concierge services: Guest services assist visitors with local attractions, food, transportation, and other requirements (Lee et al., 2017).
- Room service: The guest services staff ensures high-quality food and beverage service in guest rooms.
- Guest requests and needs: The guest services crew arranges transportation, makes restaurant reservations, provides additional amenities, and resolves difficulties.
- Customer service: The guest services staff ensures visitors have a good stay and resolves any difficulties.

IMPORTANCE OF HOSPITALITY

- Hospitality is essential to hotel visitor satisfaction. To satisfy guests and establish brand loyalty, hospitality is key.
- Hotels that provide a warm and customised experience are more likely to get repeat business and favourable word-of-mouth (Dewi et al., 2022).
- Hotels must first learn visitor preferences to surpass expectations. Active listening, communication, and ongoing improvement are needed.
- Online reviews, polls, and feedback forms provide hotel guest preferences. This data may improve visitor services and facilities.
- Hotels must understand visitors wants and give excellent service.
- This involves offering timely and effective service, fixing any difficulties, and going above and beyond to provide a memorable experience (Kurniawan, 2021).
- Practical training and development and allowing staff to make guest-beneficial choices may accomplish this.
- Finally, hotels must invest in new technology, facilities, and services to remain ahead of the curve and suit visitor requirements.



FASTEST-GROWING HOTEL BRANDS 2022



(Source: Hilton brand value leaps ahead to retain top position, while most hotel brands remain below pre-pandemic values: Press release 2022)

CONCLUSION

In conclusion, hospitality helps hotels succeed and surpass visitor expectations. Hotels must always improve visitor experiences by analysing demands, personalising encounters, investing in new technology, and offering excellent service. Hotels may stand out in a competitive sector by building brand loyalty and repeat business. Hospitality is about generating memories and an experience visitors will want to repeat.

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THANK YOU