

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

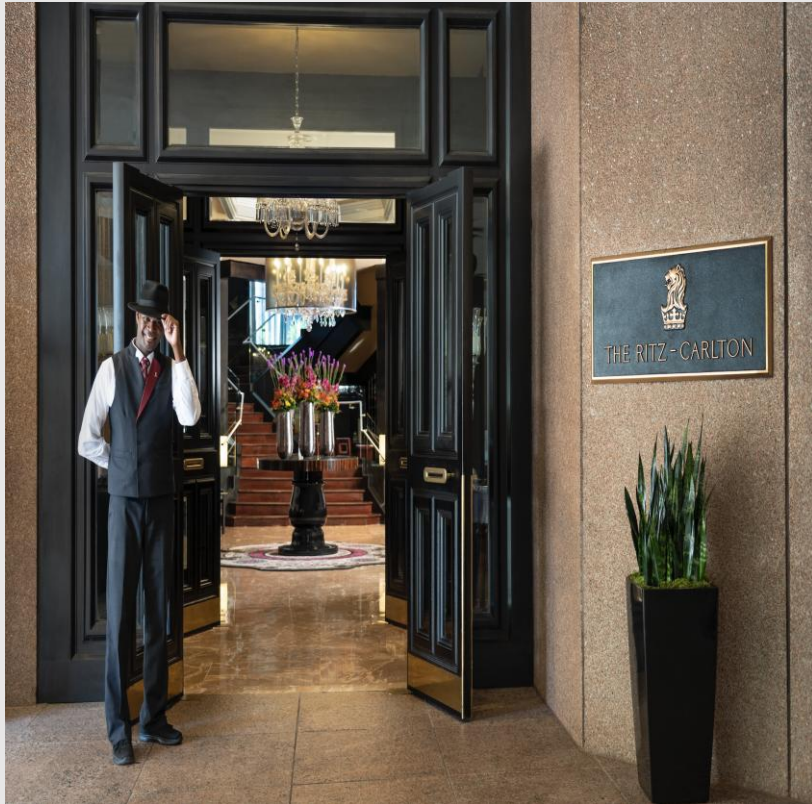


Module :
Hospitality and
Guest Services for
the Hotel Industry

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INTRODUCTION



- I've chose the hotel brand Ritz & Carlton because it is the first hotel chain in the world
- Marriott International owns The Ritz Carlton LLC Company, which offers fine dining, luxury suites, spa services, and other amenities.

(Bhasin, H. Marketing mix of Ritz Carlton)

- With almost 40 years background, The Ritz-Carlton has long been recognized as the gold standard in hospitality, with an unquestioning credo and business concept of unending dedication to customer service, both in our hotels and across our cultures.

(Product in the Marketing mix of Ritz Carlton)

Main Consumers



- Starting in 2020, The Ritz Carlton will make its Yacht Collection accessible for customers. It has constructed a personalised yacht capable of traveling for seven to ten days. There will be 139 suites with private terraces in each of these, as well as luxurious amenities and increased great restaurants. The Ritz Carlton Yacht will accommodate 298 passengers. Guests interested in holding a wedding ceremony at a Ritz Carlton hotel or resort can choose from both outdoor and indoor venues in beautiful and scenic settings.

(Ritz-Carlton Official website)

- At The Ritz-Carlton, romance is undefined and driven by the desires of each couple. The possibilities are endless, from tropical beach getaways to action-packed mountain adventures to Dreamy Romantic Getaways for Two or magic destinations of the islands

(Honeymoon experience - Ritz-Carlton Official website)

- The company's strict adherence to its "Gold Standards," which were defined from the early part, is the key to Ritz's unmatched customer service. The Motto, Credo, Three Steps of Service, Service Values, and Employee Promise are among the criteria that encompass the brand's philosophy and values.

(How the Ritz-Carlton Creates a 5 Star Customer Experience)

Nature, Scope and Role of the Guest Services and Facilities



- The Ritz-Carlton Company has carried out research with people all over the world and reviewed user interests when publishing the first edition of its mobile app in 2012 to ensure that future designs of the company's mobile app promote international travel. Acknowledging Generation Y travelers' growing importance, special focus was placed on increasing virtual offerings across the guests' visit.

(Press release)

- Mahatma Gandhi said that “A customer is the most important visitor on our premises, he is not dependant on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so”

(Mahatma Gandhi)

Role and Function of the Guest Services



- Guest feedback is a goldmine that you can exploit if you have a truly brilliant analysis platform that can sort and categorize guest experience feedback into granular categories of likes and dislikes. The best customer experience analytics tool allows you to analyze not only comments and reviews on sites, but also detailed responses in surveys. As a result, you can use a variety of data sources to determine what is preventing your guests from having a good time at your establishment and what is working in your favor.

(How the Ritz-Carlton Creates a 5 Star Customer Experience)



- “The positive guest experience should start from the moment the guest enters the venue to the minute they leave.”
- “Service is the sequence of acts, tasks and procedure which are done with consistency.
- Hospitality is the Positive Emotional response while service is being delivered. Service is a skill and hospitality is the spirit”

(Anna Dolce 2018)

The Importance of Hospitality and how Hotels Meet Guest Expectations



- The Ritz-Credo Carlton's tends to favor visitors care and comfort, explains the style of environment it desires to grow ("warm, yet refined"), and defines its Ritz-Carlton experience standards. This credo, which aims to "enliven the senses, instill well-being, and fulfill even the unspoken wishes and needs of guests," is undeniably concentrated on providing exceptional service. Its commitment to quality services can be combined up in memorable quote: We are Ladies and Gentlemen serving Ladies and Gentlemen.

(Ritz-Carlton Gold standards official website)

- Service in Three Steps: These three steps define the customer journey, beginning with a warm welcome, addressing guests by name, anticipating and fulfilling their needs, and concluding with a fond farewell. In a high-pressure and competitive industry like hospitality, guest service experience is essential. Guests have a lot of options, which means that providing exceptional customer service can be the tipping point that leads to loyal guests who keep coming back because of the impeccable, stress-free service.

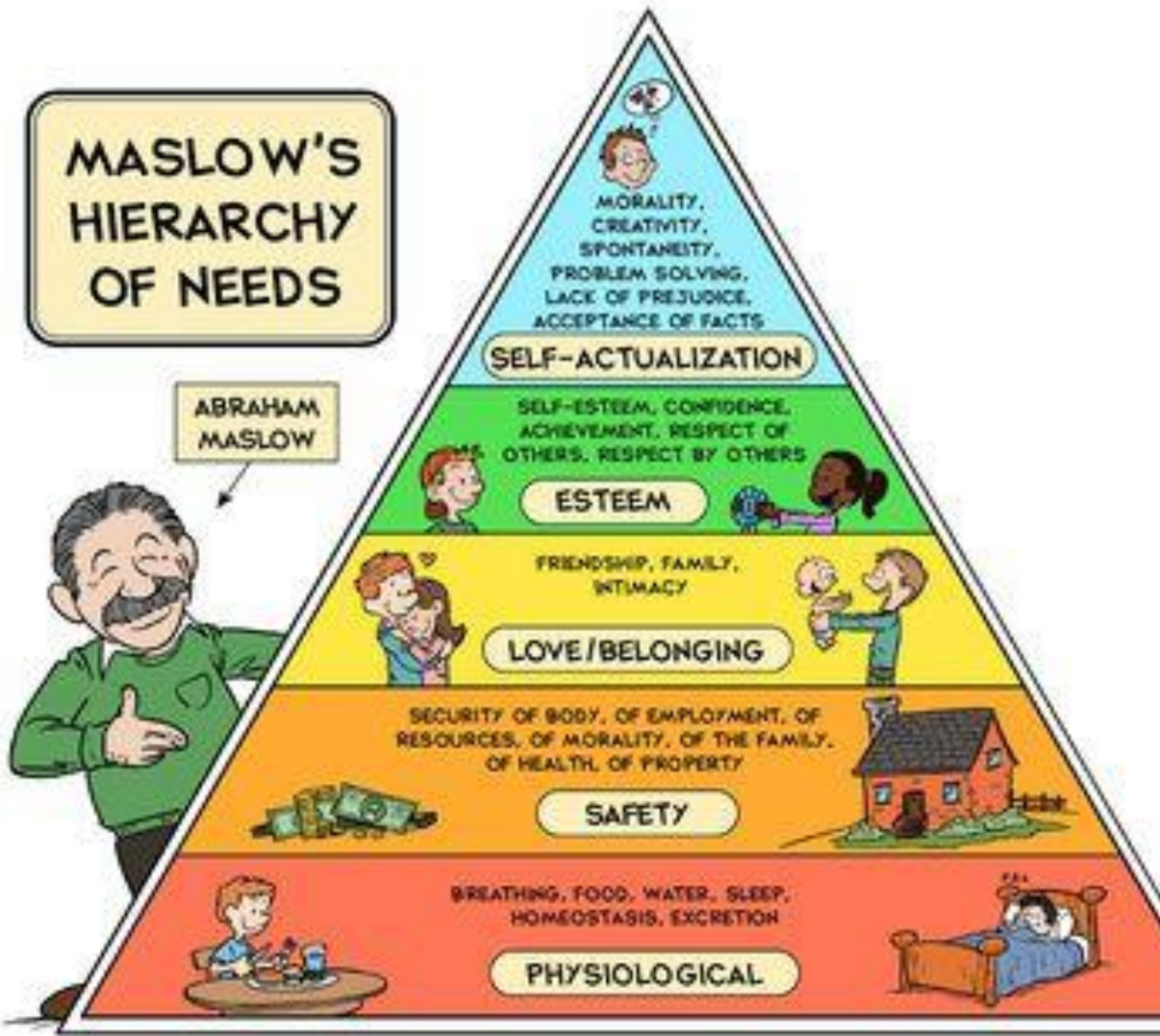
(The Importance Of Guest Experience In Hospitality)



THE RITZ-CARLTON

- The Ritz-Carlton gives instructions to their staff to "keep your radar on and antenna up. They motivate everybody to look for their visitors unspoken requires. These could be minor triumphs that delight customers. They can demonstrate that the hotel is thinking of ways to make them feel special. However, problems do arise, as they do in any hotel. When an issue arises, they rapidly come up with creativity and take into account everyone's ideas. Staff are encouraged to astonish visitors so that a potential wow moment does not become a problem. They inspire everybody to search for unspoken needs of their visitors. These could be minor successes that enormously satisfy its customers. They can show that the hotel is considering ways to make them feel special. However, like any hotel, problems arise. They quickly think up and incorporate everyone's suggestions when an issue occurs. The staff is expected to surprise and delight guests in order to turn a problem into a possible fantastic moment.

(The Best Customer Service Uses Ritz-Carlton Radar On, Antenna Up Model)



- “It cost more money for a company to find a new customer than to keep an existent one.”
(Horst Schulze – 2016)

Conclusion

- Concluding all the facts above, Ritz-Carlton is a brand that reaches success by touching all the key factors that makes it to be in the top list of the luxury hotels.
- Offering hospitality to satisfy the desires of guests, necessitates not just an positive attitude, but also a variety of services that make the guests' stay enjoyable, and it must appeal to all five senses: sight, touch, taste, sound, and smell. Service without hospitality is merely a transaction. If hospitality is prioritised over service, many positive outcomes will occur naturally and automatically.

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