



Hospitality and Guest Services

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Content Page

- Introduction
- Prime consumers of the brand
- Nature, scope and role of the guest services and facilities of Ritz Carlton
- The role and function of guest services
- Importance of hospitality
- Ways of hotels to meet/exceed guest expectations
- Conclusion
- References

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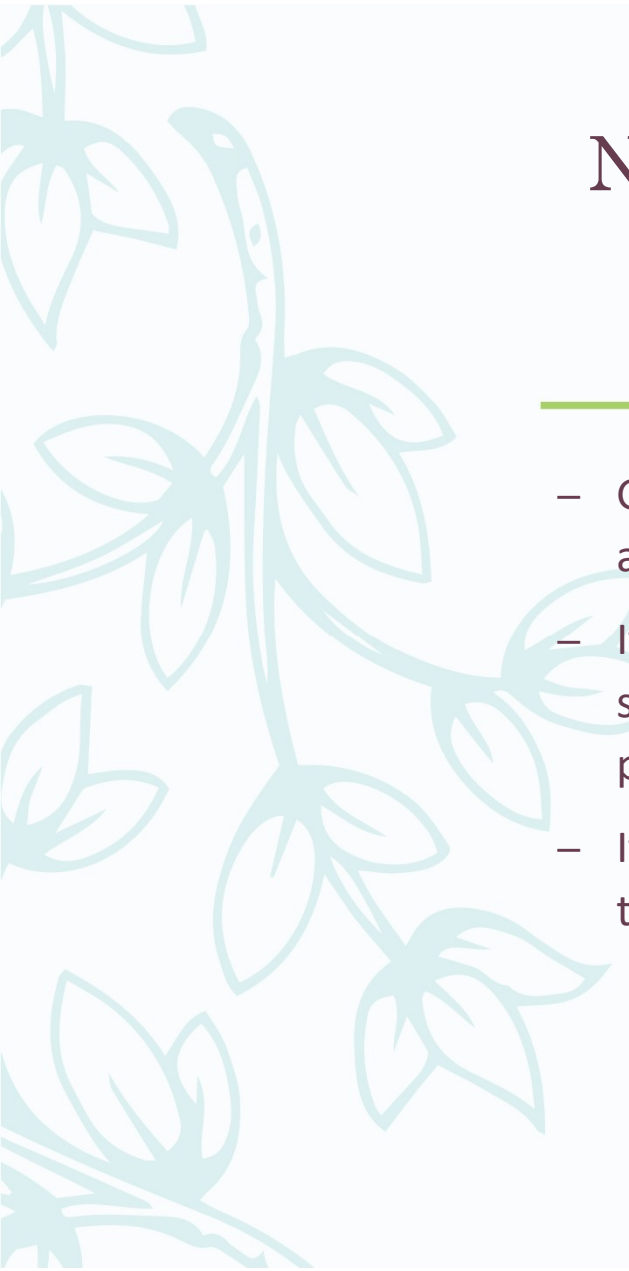
Introduction

Ritz Carlton is one of the renowned brands of the Marriott International. It is popular and well-known for their brand value, service and customer satisfaction. The brand is one of the most valued brands of Marriott International, so people value the hotel for their safety and security assurance along with effective customer service (Angelo and American, 2021). The brand is always dedicated to brand image and providing excellent service to their customers. It also represents the symbol of high society luxury and also the world's most prestigious and best well-known place in the heart of London, UK.

Prime consumers of the brand

As the hotel focuses on luxury and comfort for the higher and elite class of people, so the consumers of the brand is mostly comes from the following classes:

- Upper and Middle Class
- Business travelers (Ford and Sturman, 2023)
- Meetings and events clients

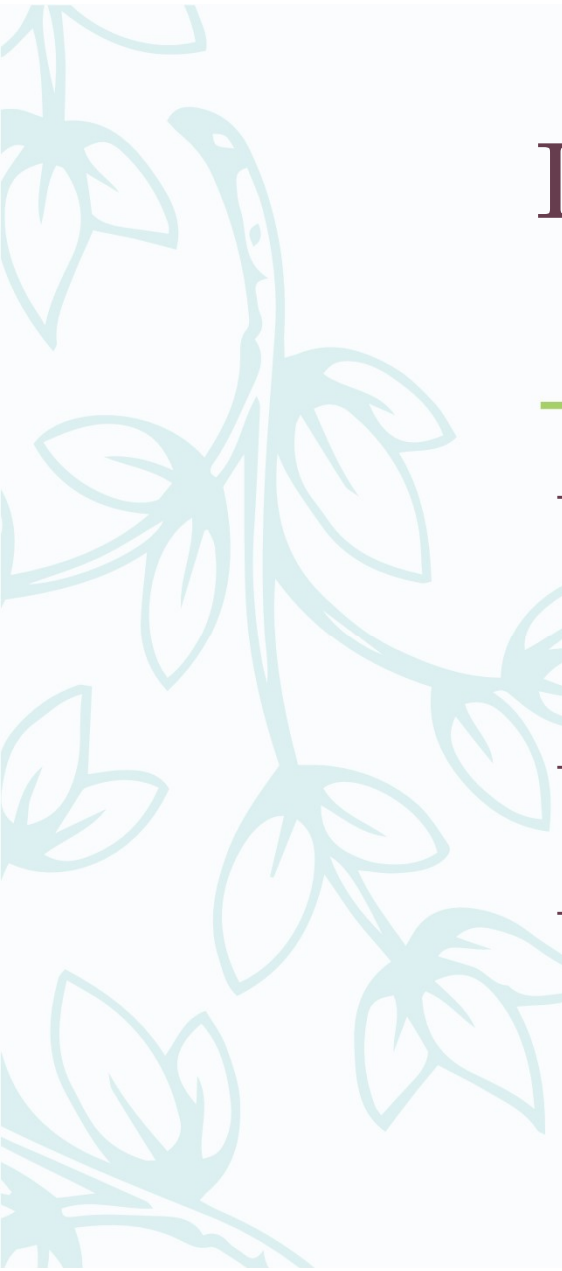
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Nature, scope and role of the guest services and facilities of Ritz Carlton

- Guest services is the way to persuade the needs and demands of the guests and make them feel welcoming.
- It is one of the most effective way to ensure guests retention and improve service continually by fulfilling unique and extraordinary desire within the premium price (Khan and Khan, 2021).
- It enable the guests to visits Ritz Carlton quite often and create high end value to their target customers.

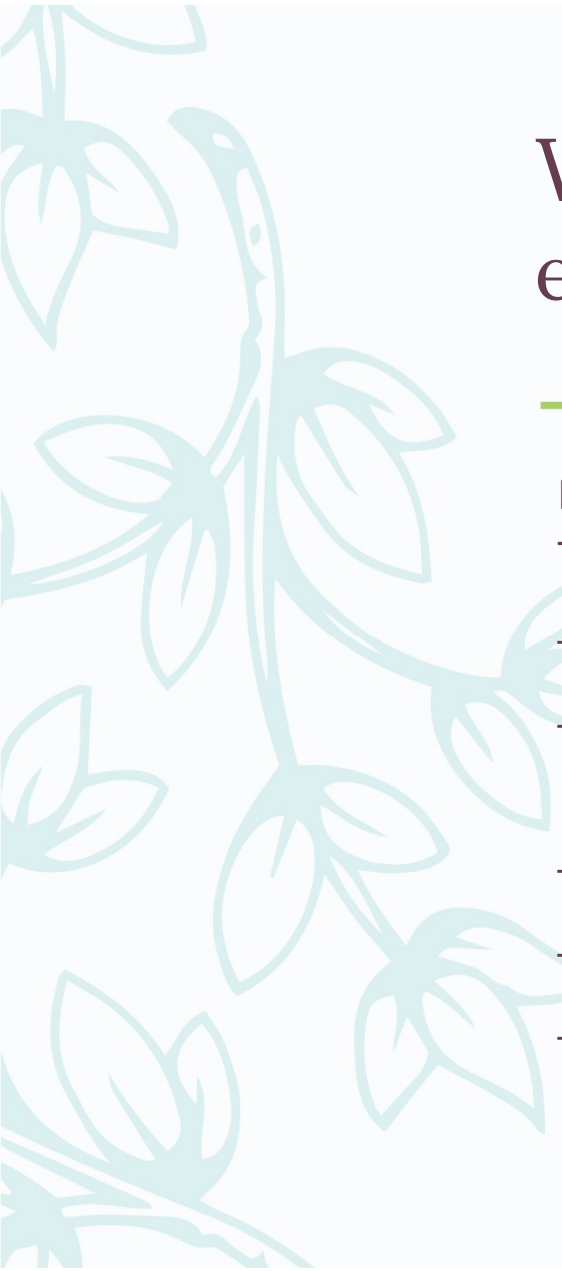
The role and function of guest services

- Guest service experience is a prime concern for the industry as high-pressure and competitive as hospitality from different hotels. There are various important aspects of role and function of guest service management to gain long term profitable return and ensure effective management process (Lashley, 2022). Here some of the roles and functions of guest services are described as follows:
 - ❑ Build customer trust
 - ❑ Become more competitive
 - ❑ Attract new customers

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Importance of hospitality

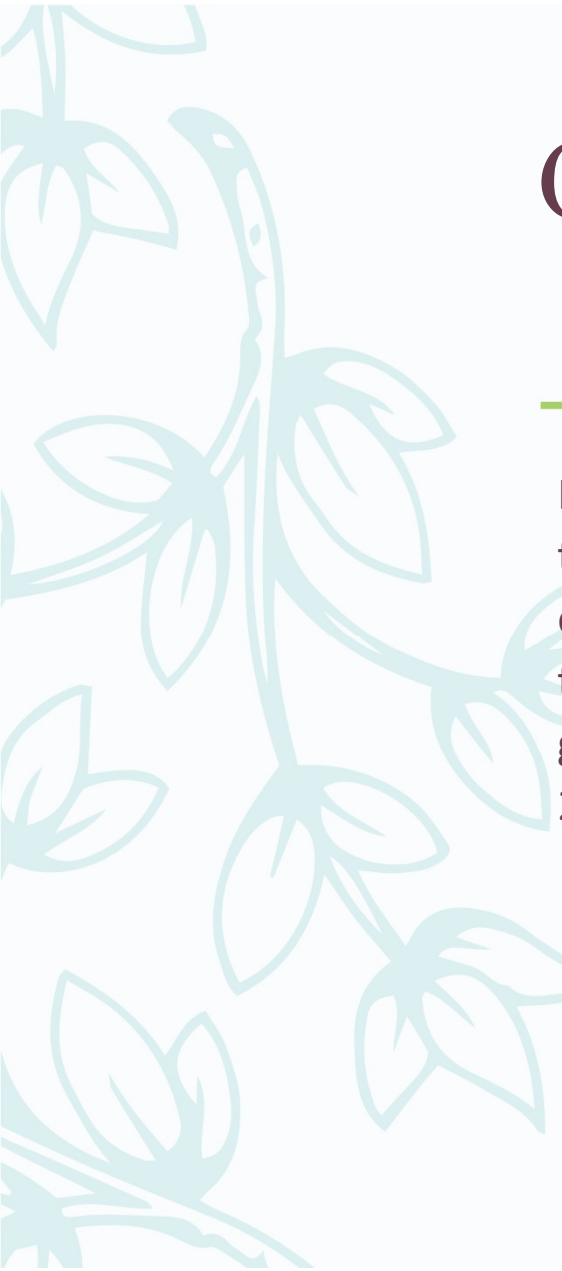
- There are many importance of hospitality in different sectors. In the competitive world of business hospitality and continuous communication is necessary to build up long term relationship and make it convenient to approach the loyal customer base (Powers and Barrows, 2022).
- It helps the business to grow smoothly without the help of reliability of on the other brands and create long term profitability.
- Create positive impression and brand value by developing reputation and recognition in the future.

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Ways of hotels to meet/exceed guest expectations

In the following ways the hotels can meet and exceeds the guests expectations. They are:

- Provide digital solution to the guests through internet or AI
- Listen carefully to understand the need of the customers and work on their desire (Priller, 2023)
- Create options for personalized experience
- Look out for them and fulfill their demands quickly (Simson, 2021)
- Take feedback and work for the betterment

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Conclusion

It is necessary for the hotel business to provide best experience for the guests. So the Ritz Carlton hotel is following all the fundamentals of service and development of guests experience to ensure better and effective service for the customers. Here the hotel need to expand their hospitality to the corporate and business clients to get maximum outcome and ensure the legacy of business in the long run (Simson, 2021).

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