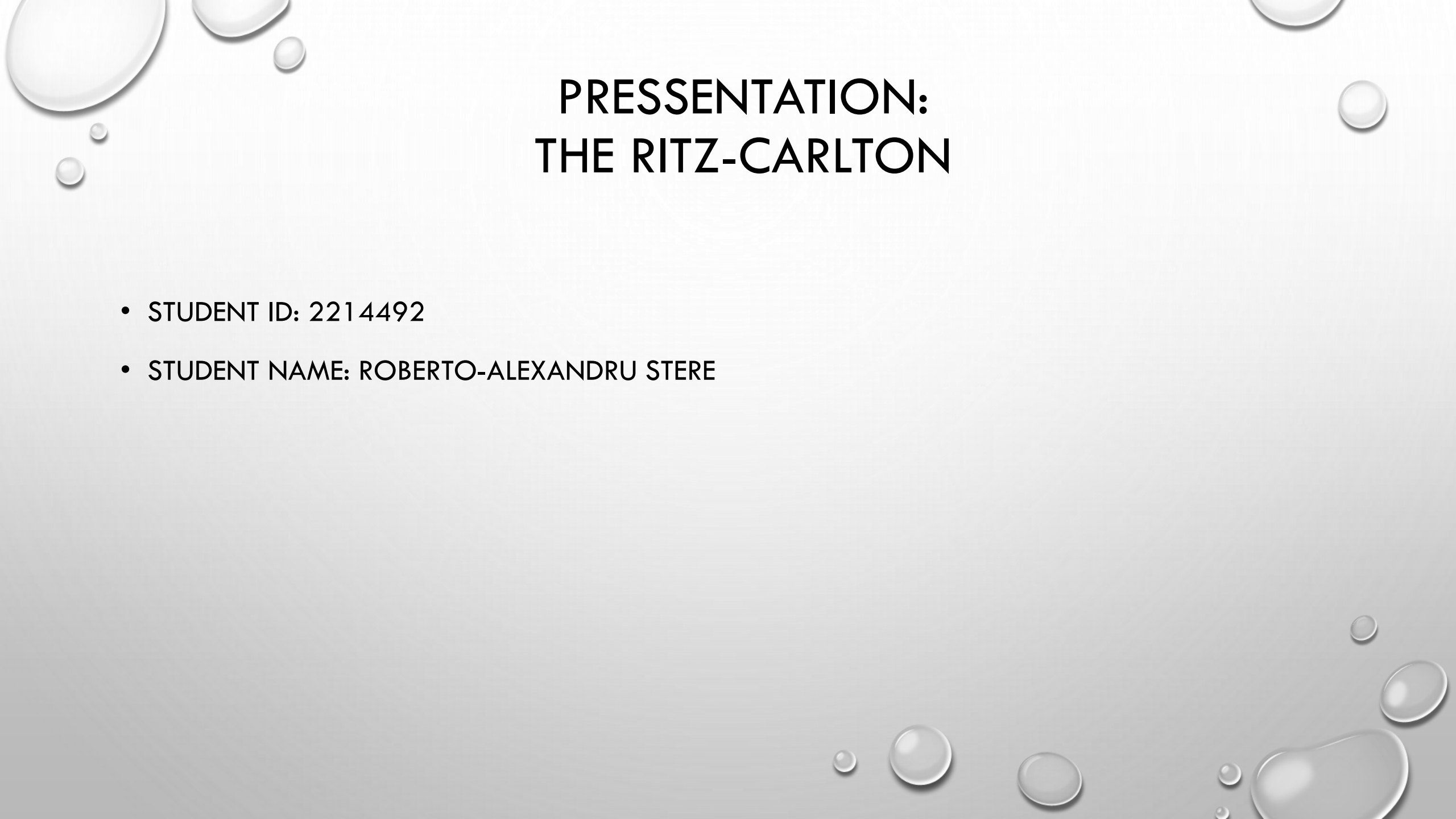




PRESENTATION: THE RITZ-CARLTON

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THE IMPORTANCE OF QUALITY SERVICE, HOSPITALITY AND GUEST SERVICES IN THE
RITZ CARLTON HOTEL



THE RITZ-CARLTON

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INTRODUCTION:

THE RITZ CARLTON IS A PRESTIGIOUS LUXURY HOTEL CHAIN THAT IS WELL KNOWN FOR ITS EXCEPTIONAL CUSTOMER SERVICE AND ATTENTION TO DETAIL. RITZ CARLTON WAS FOUNDED IN 1983 AND OPERATES OVER 100 HOTELS AND RESORTS IN 30 COUNTRIES WORLDWIDE.



MAIN CONSUMERS

THE MAIN CONSUMERS OF RITZ CARLTON ARE AFFLUENT TRAVELERS WHO ARE LOOKING FOR A LUXURIOUS AND ELEVATED TRAVEL EXPERIENCE. THESE GUESTS EXPECT EXCEPTIONAL SERVICE, HIGH-END AMENITIES AND A PERSONALIZED TOUCH THROUGHOUT THEIR STAY.

- **HIGH-END BUSINESS TRAVELERS**
- **INTERNATIONAL TRAVELERS**
- **LEISURE TRAVELERS**
- **INDIVIDUALS WHO SEEK A LUXURIOUS AND COMFORTABLE STAY**
- **FAMILIES**



THE RITZ-KIDS

- **DESIGNED FOR AGES 4-12.**



- **ECO-FRIENDLY ADVENTURES**



GUEST SERVICES AND FACILITIES

THE RITZ CARLTON PROVIDES A WIDE RANGE OF GUEST SERVICES AND FACILITIES TO ENSURE THAT EACH GUEST HAS A MEMORABLE AND ENJOYABLE STAY.

EXAMPLES:

- **24-HOUR ROOM SERVICE**
- **PORTER SERVICES**
- **SPA**
- **FITNESS CENTRE**
- **MULTIPLE DINING OPTIONS**

THE HOTEL ALSO OFFERS A VARIETY OF RECREATIONAL ACTIVITIES, SUCH AS GOLF AND TENNIS.



EXAMPLES OF SERVICES AND FACILITIES:

**SPA ALKEMIA, SAN JOSE del CABO,
Mexic:**



**IN-ROOM DINING, 24HOUR ROOM
SERVICE:**



TENNIS, RITZ CARLTON:ABAMA :



FITNESS CENTRE, DOHA:



**GOLF, RITZ CARLTON:ORLANDO,
GRANDE LAKES :**

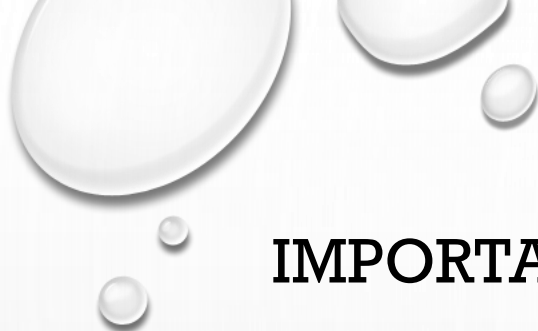




THE NEED TO CONSIDER THE ROLE AND FUNCTION OF GUEST SERVICES

GUEST SERVICES PLAY A CRITICAL ROLE IN THE HOSPITALITY INDUSTRY, AS THEY CAN MAKE OR BREAK A GUEST'S EXPERIENCE. THE QUALITY AND LEVEL OF GUEST SERVICES CAN DIRECTLY IMPACT A GUEST'S OVERALL SATISFACTION, AND CAN ALSO INFLUENCE THEIR LIKELIHOOD OF RETURNING TO THE HOTEL IN THE FUTURE.





IMPORTANCE OF HOSPITALITY AND MEETING/EXCEEDING GUEST EXPECTATIONS

HOSPITALITY IS ESSENTIAL IN THE HOTEL INDUSTRY AS IT IS A KEY FACTOR IN CREATING A POSITIVE GUEST EXPERIENCE. THE RITZ CARLTON PLACES A STRONG EMPHASIS ON HOSPITALITY AND GOES ABOVE AND BEYOND TO EXCEED GUEST EXPECTATIONS. THE HOTEL STAFF IS TRAINED TO PROVIDE PERSONALIZED AND ATTENTIVE SERVICE TO EACH GUEST, ENSURING THAT THEY FEEL WELCOMED AND VALUED DURING THEIR STAY.



HOW THEY TRAIN THEIR STAFF

ESSENTIALS OF SERVICE:

- GENERAL SERVICE PRINCIPLES;
- MAKING A GOOD FIRST IMPRESSION IN PERSON AND ON THE PHONE;
- THE IMPORTANCE OF ACTIVE LISTENING SKILLS;
- AND WORKPLACE MANNERS FOR CREATING A POSITIVE ENVIRONMENT WITH CO-WORKERS.
- SOCIAL SKILLS AND ETIQUETTE
- POWER OF TEAMWORK
- SAFE FOOD HANDLING SKILLS
- HEALTHY EATING

CAREER EXPLORATION:

- INTRODUCTION TO THE HOSPITALITY INDUSTRY- THIS IS A MODULE TO EXPLAIN EVERYTHING ABOUT HOSPITALITY

SUMMARY AND CONCLUSION

IN CONCLUSION, THE ROLE AND IMPORTANCE OF QUALITY SERVICE, HOSPITALITY, AND GUEST SERVICES IN THE HOSPITALITY INDUSTRY CANNOT BE OVERSTATED. THE RITZ CARLTON IS A PRIME EXAMPLE OF A HOTEL THAT EXCELS IN THESE AREAS, PROVIDING ITS GUESTS WITH A MEMORABLE AND ENJOYABLE EXPERIENCE. THE HOTEL'S COMMITMENT TO PROVIDING EXCEPTIONAL GUEST SERVICES AND FACILITIES, ALONG WITH ITS FOCUS ON HOSPITALITY, HAS HELPED ESTABLISH IT AS A LEADING LUXURY HOTEL BRAND.

RITZ STAFF:



THANK YOU VERY MUCH FOR YOUR TIME!

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