

*The role and importance of quality service, hospitality and guest services
within the hotel industry*

Marriott-Ritz-Carlton

Name:



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- Nature, scope and role of the guest services and facilities
- Role and function of guest services
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Introduction

Hospitality means warmth, respect and even protection. It creates understanding and appreciation between cultures

The Ritz Carlton offers a series of unique facilities offering its customers memorable experiences: from relaxing walks in nature to luxurious yacht trips, but don't neglect the business activity or the luxurious weddings of your clients

Main customers



Business



Wedding



Yacht

Nature, scope and role of the guest services and facilities

Marriott Ritz-Carlton knows how to satisfy a large segmentation of customers offering a variety of facilities: one of the most extravagant being the trips and parties on the yacht, but also the unique theme of weddings where luxury and opulence prevail for its clients

Upselling must be supported by standards and procedures for implementation, knowledge of the language of persuasion, and knowledge of the products being sold. As a member of Marriott Bonvoy Elite, which is , it has a market for foreigners. Therefore, it is very important to learn English to guide tourists in order to increase sales (Ruki, 2023).



Importance of hospitality and how The Ritz-Carlton exceed guest expectations



Both task-technology fit (TTF) and luxury-technology fit (LTF) have a significant impact on the added value of luxury hotels. The impact of TTF and LTF on added value is mitigated by guest technology optimism. In conclusion, we recommend that luxury hotel brands should consider matching their brand image and technology to improve perceived value, guest satisfaction and loyalty (Shin and Jeong, 2022)

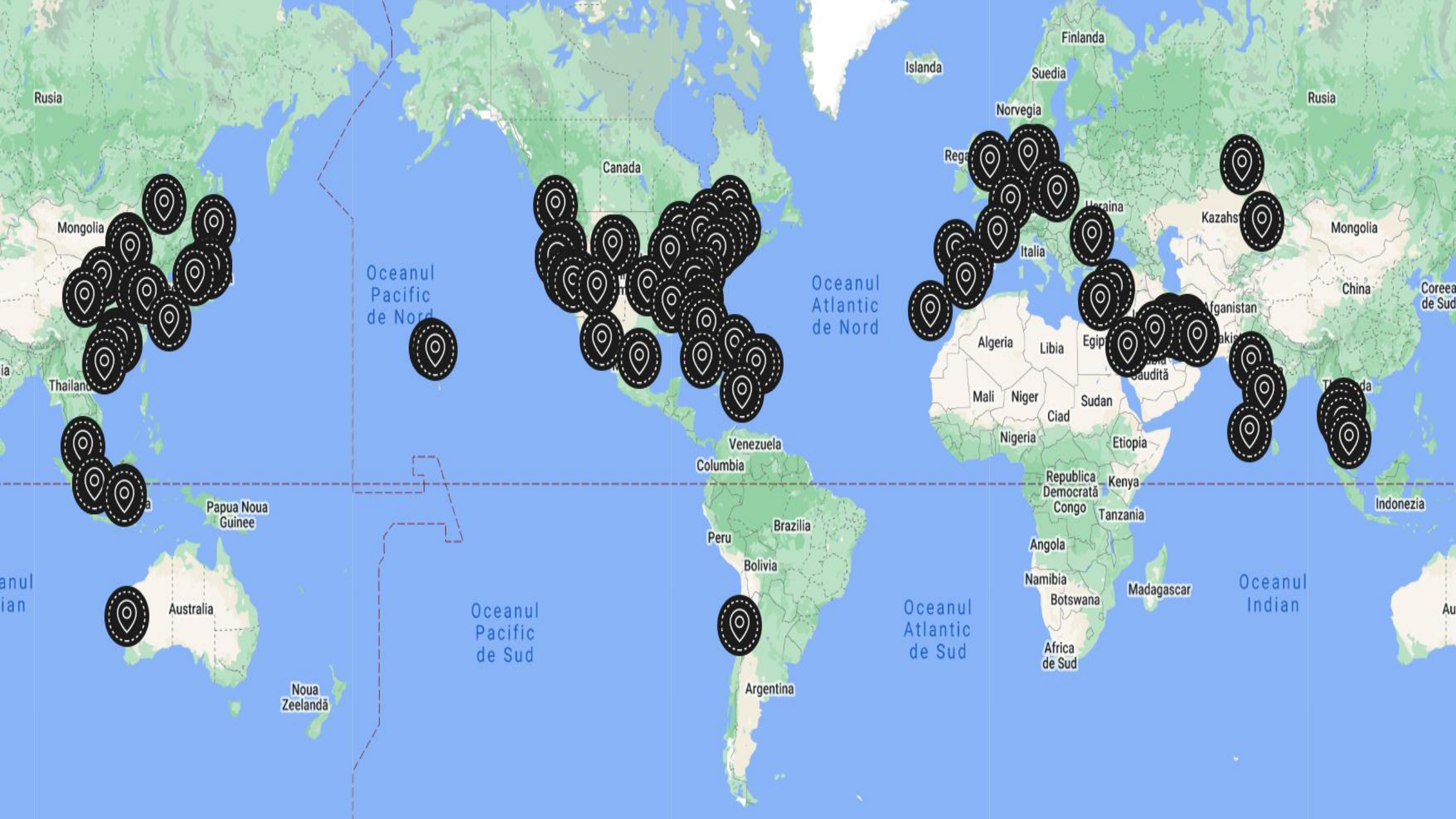
Role and function of guest services

The level of customer service influences the company's sales, costs and profit

Determining the components of customer service and quantifying the level of service is essential to the success of a hospitality's policy.

The findings from multiple research, retailers and retail employers suggest: the hospitality industry does not typically require "hard" technical skills from its frontline staff, rather, it is a "soft skill" (Nickson et al., 2005)

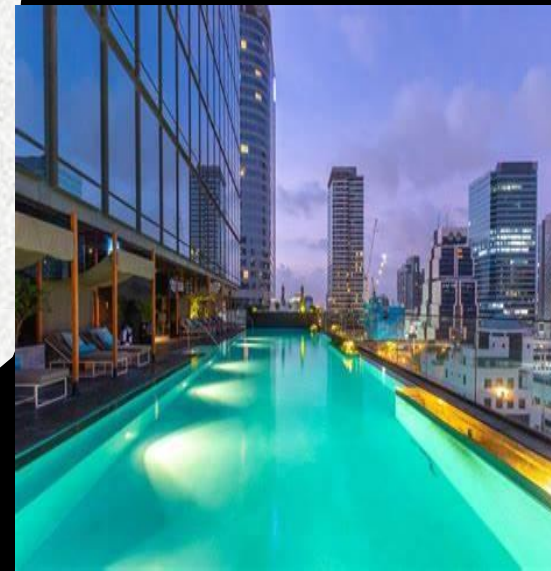




Conclusion

Research shows that:

- ❖ **84% of customers** are irritated when the staff don't have all the information to sort out an issue in a time manner
- ❖ **aprox. 50% of customer** are annoyed when they have to reach out same issue to different agents
- ❖ **60% of customers** feel frustrated when their problem is not resolved during first contact



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Thank
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