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**Programme: International Hotel
Management**

Module: Hospitality and Guest Services

Module code: BMIH4003

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THE RITZ-CARLTON®

Assignment title:

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



Motto: ***'We are Ladies and Gentlemen serving Ladies and Gentlemen'***

- Ritz Carlton Hotel Company is an American multinational company that operates the luxury hotel chain.
- Formed 39 years ago.
- Company has 108 luxury hotels and resorts in 30 countries.

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- Some of these hotels are historic landmarks.
- The Ritz-Carlton Hotel Company wanted to preserve the architecture of the most important buildings.



- One of the luxurious, elegant and formal hotel brand.
- As the motto say, the main objective is to give its costumers a service like kings and queens.
- Precise standards
- Natural, relaxed and authentic guests interaction.





- Happier employees mean happier guests.
- Warm welcome.
- The best high quality of services.

• The best high quality of services.



- Every aspect is analyzed in detail.
- The customer benefits from high quality services.
- Every customer is treated equally but also differently.
- The hotel room can mean a second home for the customer.



- The Ritz Carlton Hotel was the first hotel company awarded the highly prestigious prize.





- The hotel chain will always surprise us with the quality of its services and care for the needs and wishes of its guests.

References:

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