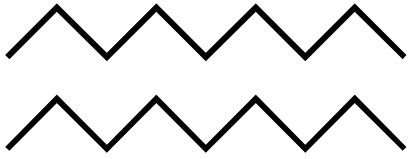


The role and importance of quality service, hospitality and guest services within the hotel industry

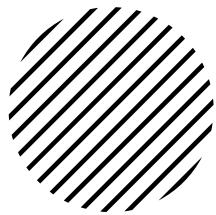
Monika Anna
Nowotczynska(2235123)



(Santpol, n.d.)



(Hotelslash,2023)

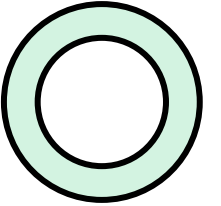
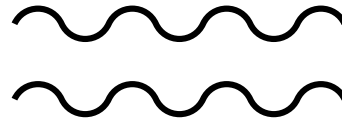


Content

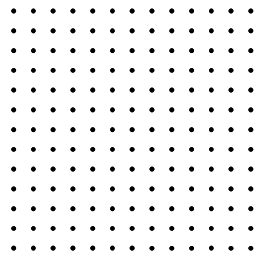
1. Introduction (Ritz-Carlton)
2. Main consumers
3. Nature, scope and role of guest service and facilities
4. Role and function of guest services
5. Importance of hospitality
6. Meet/exceed expectations
7. Conclusion

Introduction

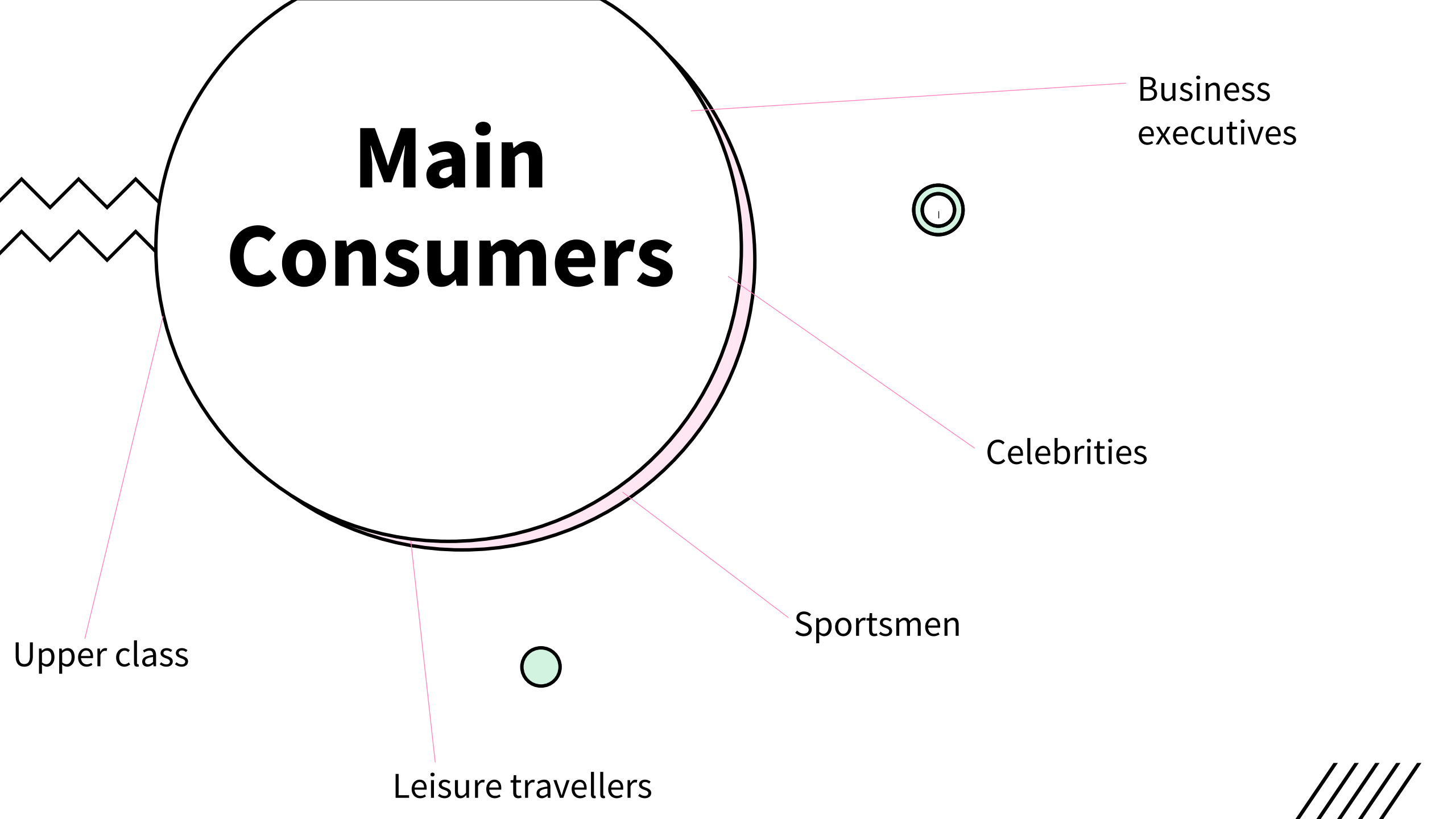
- Cesar Ritz
- 108 hotels worldwide, 30 countries
- Ritz-Carlton, Boston
- Purchased 1998 by Marriott International
- Gold Standards (legendary customer experience)
- "We are Ladies and Gentlemen serving Ladies and Gentlemen." (Ritz-Carlton, n.d.)



THE RITZ-CARLTON®



Main Consumers



A diagram illustrating the 'Main Consumers' segment. A large central circle is labeled 'Main Consumers'. Five pink lines radiate from the circle's edge to five external labels: 'Upper class' (left), 'Leisure travellers' (bottom), 'Sportsmen' (bottom-right), 'Celebrities' (right), and 'Business executives' (top-right). There are also three small green circles: one near 'Upper class', one near 'Leisure travellers', and one near 'Business executives'. A zigzag line is on the left, and four parallel diagonal lines are at the bottom right.

Business executives

Celebrities

Sportsmen

Leisure travellers

Upper class

Nature, Scope and role of the guest service and facilities

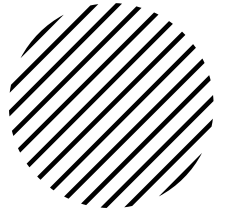


(Stephenblandino,n.d.)

Nature	Finest personal Service	Guests addressed by their name	Service values	“Three steps of service” (Ritz-Carlton Hotel Company,)
Scope	Guest comfort highest mission	Fulfill unexpressed wishes	Ultimate guest experience	Employee engagement
Guest service	Resolve guest issues	“line up” (Michelli,2008)	Face-to face communication	Guest Service Representative
Facilities	“Scenography” (Michelli,2008)	Separate family space in the lounge	Business Centres, Spa	“Uncompromising level of cleanliness” (Ritz-CarltonHotel Company)



Role and function of guest services

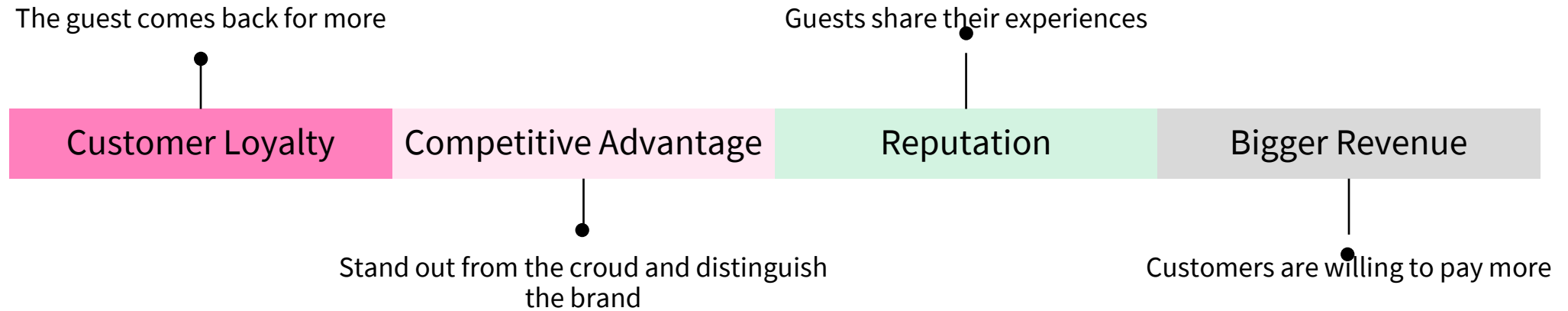
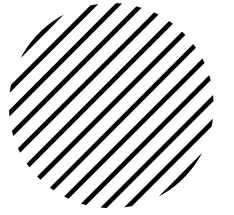


(DePaul,n.d)





Importance of hospitality



Meet/exceed expectations



- Special amenities
- Personalisation
- Resolve issues
- Technology
- Excellect customer service
- Staff training

(iStock,n.d)

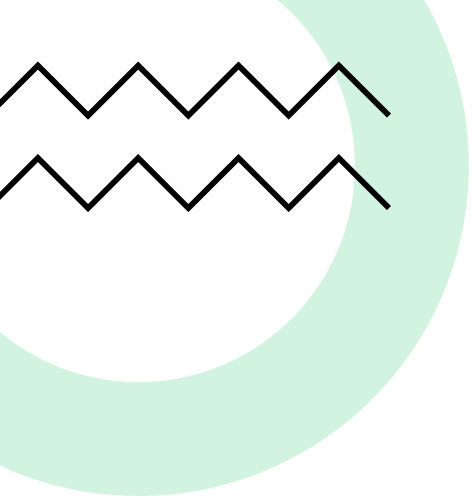


Conclusion

Hospitality is one of the biggest evolving industry and employs a large number of employees. Understanding the guest expectations meeting or even exceeding them is the perfect recipe for success of the brand.



(Lee, 2018)



References

Blandino, S. (n.d) HOW THE RITZ-CARLTON DELIVERS EXCEPTIONAL CUSTOMER SERVICE. Available at <https://stephenblandino.com/2016/07/how-the-ritz-carlton-delivers-exceptional-customer-service.html>(Accessed 30/04/2023)

DePaul (n.d) Image:Hospitality Spirit. Available at <https://business.depaul.edu/academics/hospitality-leadership/Pages/The-Hospitality-Spirit-Podcast.aspx> (Accessed 03/05/2023)

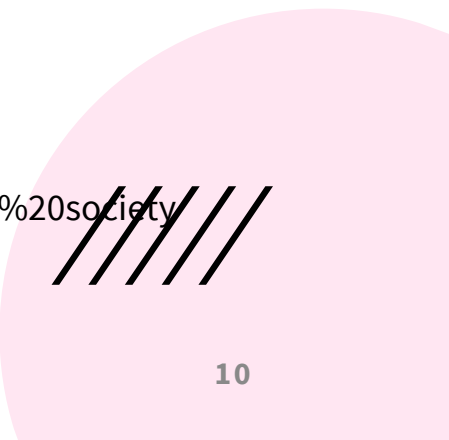
Glion (2020) Why is hospitality important in businesses? Available at <https://www.glion.edu/magazine/hospitality-important-businesses/#:~:text=It%20will%20help%20your%20business,means%20customers%20will%20offer%20them.> (Accessed 07/05/2023)

Hendron, A. (2022) The Importance of the Hospitality Industry & Its Four Sectors. Available at <https://www.eposnow.com/uk/resources/importance-of-the-hospitality-industry/> (Accessed 08/05/2023)

Jones ,R. (2022) Your guide to The Ritz-Carlton hotels – history, service and future plans. Available at <https://www.headforpoints.com/2022/05/22/ritz-carlton-hotels-history/> (Accessed 30/04/2023)

Lacalle, E. (2022) Five most frequent guest expectations in hotels and how to exceed them. Available at <https://www.mews.com/en/blog/hotel-guest-expectations> (Accessed 08/05/2023)

MBA Skool Team (2019) Ritz Carlton Marketing Strategy & Marketing Mix (4Ps). Available at <https://www.mbaskool.com/marketing-mix/services/17698-ritz-carlton.html#:~:text=Due%20to%20this%20premium%20positioning,upper%20section%20of%20the%20society.> (Accessed 03/05/2023)





Michelli, J.A. (2008) *The new gold standard : 5 leadership principles for creating a legendary customer experience* courtesy of the Ritz-Carlton Hotel Company. 1st edition. New York: McGraw-Hill.

Orange County Business Journal (2003) *Ritz-Carlton hotels pamper guests with personal service* vol. 26, no. 27.

Ritz-Carlton (n.d)) *Gols Standards*. Available at <https://www.ritzcarlton.com/en/about/gold-standards> (Accessed 30/04/2023)

Ritz-Carlton (n.d) *The history of Ritz-Carlton*. Available at <https://www.ritzcarlton.com/en/about/history> (Accessed 30/04/2023)

Santpol (n.d) *Hospitality image*. Available at <https://www.santpol.edu.es/en/blog/first-steps-to-become-a-hotel-manager/> (Accessed 28/04/2023)

Viana, C. (2021) *5 tips for how to exceed guest expectations*. Available at <https://www.xola.com/articles/5-tips-for-how-to-exceed-guest-expectations/> (Accessed 08/05/2023)

Walker, J.R. (2021) *Introduction to hospitality*. Eight, Global edition. Harlow, England: Pearson.

Wikipedia (n.d) *Ritz-Carlton Hotel Company logo*. Available at https://en.wikipedia.org/wiki/The_Ritz-Carlton_Hotel_Company (Accessed 28/04/2023)

