

# 10-MINUTE PRESENTATION

**THIS PRESENTATION WILL BE ABOUT THE RITZ HOTEL  
BRAND, UNDER THE MARRIOTT UMBRELLA.**



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# HOSPITALITY MANAGEMENT

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- Hospitality is one of the key areas of the tourism industry, (Weaver & Lawton 2014)
- Hospitality management has helped make thousands of positive experiences for tourists and increase customer satisfaction, for tourists looking to find a luxury place to sleep (Walker ,2017)
- Hospitality management implies the management of hospitality but the concept of hospitality is a somewhat abstract and fluid one: it can mean different things to different people.
- Even if we could engineer a definition of hospitality on which most could agree, it would leave open the question whatever it was possible to manage a complex phenomena. (Roy C, 2015)



# I.INTRODUCTION

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- Ritz-Carlton investing company was founded by Albert Keller in the USA.
- And the first Ritz hotel was opened in New York In 1911
- It changed the meaning of 'luxury hotels' as it created a unique ambiance and offered services no other hotel did at that time.
- It boasts 108 hotels and resorts, with 29,158 rooms in 30 different countries. (Singh, 2013)

# MARRIOT'S ACQUISITION

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- In 1998 Marriot added “the Ritz-Carlton” under their ever-growing umbrella due to the Ritz's’ huge success up until then, (the Ritz-Carlton, 2023)
- Marriot international paid \$290 million to acquire the Ritz, and since then they have built 108 luxury hotels in 30 different territories.

## 2.MAIN CONSUMERS

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Although Ritz's main consumers are middle/upper class people.

A large part of their consumer base is businessmen, companies, and rich tourists.

They are able to be classed as a luxury brand and charge premium prices, due to their non-negotiable golden standards of "trust, honesty, respect, integrity and commitment " Which gives customers a reason to keep coming back and spend so much. (Schneller & Coburn ,2018)

The Ritz Carlton doesn't just bring people through their doors due to status, they do that by providing every single service (even cruises), giving mass amounts of value to their consumers and enforcing a strong reason to come back. (Luck and Smith, 2013)

# SO... HOW MUCH DOES A SINGLE NIGHT COST

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- Well, the “putting on the Ritz” package costs £1088.
- This means that the Ritz-Carlton is basically exclusive for middle-upper, upper class people.
- The average hotel stayer, spends around 3 nights in a hotel, so a three night visit to the Ritz-Carlton would be a whole months wage. (the Ritz-Carlton, 2023)



# THE ROLE AND FUNCTION OF GUEST SERVICES

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- The role of the Ritz-Carlton guest services is simple,
- Staff are instructed to take up-most care of their customers, treating them like kings to ensure they come back at a later date (Jankowski, 2008)
- Their role being, for them to create a big reason for customers to come back, and permanently stay in the Ritz eco-system.

# NATURE AND SCOPE



- The hospitality sector has many categories in the customer –host and relationship-based meet the customers needs.
- The scopes of the guest services for Ritz-Carlton are as follows:
- Spa, to provide extra value to customers and help them unwind stress.
- Food and beverages: providing the full package of a luxury experience, and encouraging customers to spend money inside their hotel (and not outside) (Goeldner & Ritchie, 2017)
- Cruise & yacht: this one is just to reinforce the luxury experience, and make sure the customer feels like royalty and will come back again, (Leonardo Inghilleri and Micah Solomon, 2010)



# THE FUNCTION

- One of the primary responsibilities of Guest Services is to provide information and assistance to guests. This includes providing directions to local attractions, answering questions about hotel facilities and services, and arranging transportation for guests. They also assist with check-in and check-out processes, ensuring that these transactions run smoothly and efficiently. Hospitality Training Hub (2020).
- Another important role is to handle guest complaints and requests. This may involve resolving disputes between guests and other hotel staff, ensuring that guest rooms are cleaned and maintained to a high standard, and providing extra amenities and services to guests upon request. Guest Services also plays a critical role in maintaining guest records. Hotel Management (2019).
- This includes keeping track of guest preferences, dietary restrictions, and special requests, as well as ensuring that all information is kept confidential and secure.
- In conclusion, Guest Services play a crucial role in ensuring that guests have a positive experience at a hotel. They are the first point of contact for guests and are responsible for providing information, assistance, and ensuring that guests are satisfied with their stay. (Lamton, 2003)

# IMPORTANCE OF HOSPITALITY

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- Hospitality can make or break a business, meaning that a happy customer will only tell 2-3 people about their good experience, an angry customer will tell 3000 about their negative experience (Glion, 2020)
- The importance of hospitality comes in three different forms:
- Client loyalty; Selling to previous customers is always easier than finding new ones, by building a strong loyalty with customers, the ritz manages to build a steady inflow of customers who have been there before.
- Brand reputation: the ritz has built itself a golden reputation, and established itself at the top of the hotel food chain, this means that when people think of a luxury experience, they immediately think ritz.
- Memorable experience for visitors; this is very important as by nailing this part down, they can keep bringing back the same customers, just like client loyalty. (Robinson, Luck, and Smith, 2013)

# MEETING EXPECTATIONS

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- Brands have to walk a very thin line to avoid negative sentiment from customers, and ensure everything is perfect for them (Alfonso Vargas Sanchez, 2018)
- Meeting expectations is done by maintaining the highest standard possible, with the help of specially trained staff, and asking the customer on a regular basis if everything is alright,
- If something is wrong, and the customer is dissatisfied, the staff at the Ritz-Carlton have up to £2000 to fix the problem and satisfy the customer. (Chhabra, 2010)

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