

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

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Introduction

- ▶ Service quality is referred to the measurement of the services provided by the business to the customers (Chan, and Tung, 2019)
- ▶ It is relevant for the hospitality business to provide quality services to the customers.



Overview of the chosen hotel brand

- ▶ Ritz Carlton brand is a multinational company.
- ▶ It is mainly founded by William B. Johnson in the year of 1983.
- ▶ More than 30 nations and territories, 100 hotels and 50 residential properties
- ▶ It has multiple social media platforms (Ju, and *et.al.*, 2019)



THE RITZ-CARLTON®



HOTEL ARTS BARCELONA



BEAVER CREEK RESORTS, COLORADO



DORADO BEACH RESERVE



MILLENNIA SINGAPORE

Hotel's brand main consumers

- ▶ Ritz Carlton main consumers are richer individuals.
- ▶ The hotel targets the middle and upper class people.
- ▶ Business executives, corporate, leisure travellers
- ▶ Couples instead of the single person.



BEAVER CREEK RESORTS, COLORADO



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DORADO BEACH RESERVE



Nature, scope and role of guest services and facilities which is provided to the guests by the hotel brand

- ▶ The nature of the hotel is to provide outstanding services to the guests in order to target large market share and build a competitive edge in the market (Padma, and Ahn, 2020).
- ▶ The hotel provides 24-hour room service, laundry service, free wireless internet access, and many other facilities to the guests in order to improve the satisfaction level (Qiu, Dooley, and Xie, 2020).



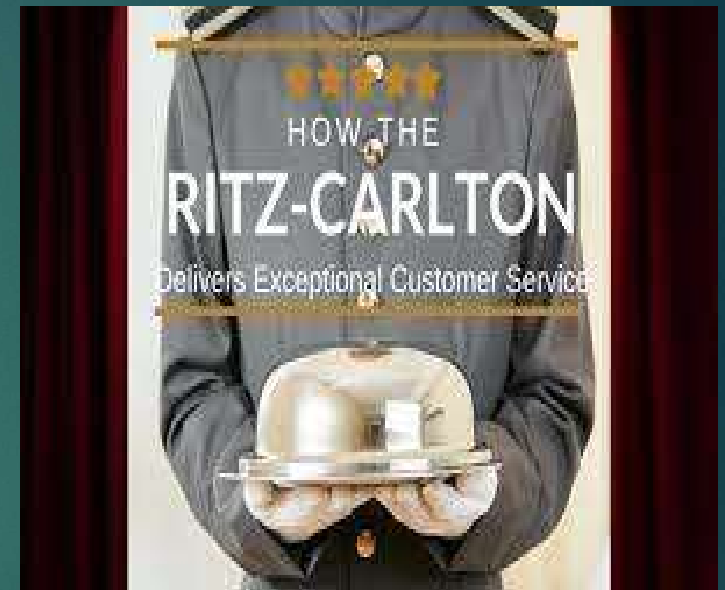
Role and function of guests services

- ▶ It is relevant for every hotel to provide good and effective services to the guests in order to increase the customer retention rate (Roy, Sreejesh, and Bhatia).
- ▶ To provide an effective guest service, the hotel has to focus on greeting and supporting guests, answering their calls, accommodating guests, respond to the complaints, provide recommendations,



Importance of hospitality and how hotels meet or exceed guest expectations

- ▶ Hospitality is important in economy because it brings number of customers and provides various job opportunities to the unemployed ones (Sangpikul, 2022).
- ▶ It helps the guests in fulfilling their tourism needs in an effective way and provide a different perspective to them. It helps in building a support network (Trang, Lee, and Han, 2019).



Conclusion

- ▶ In this presentation, it is concluded that hospitality plays a vital role in promoting the economy.



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