

THE ROLE AND IMPORTANCE OF HOSPITALITY & GUEST SERVICES WITHIN THE HOTEL INDUSTRY

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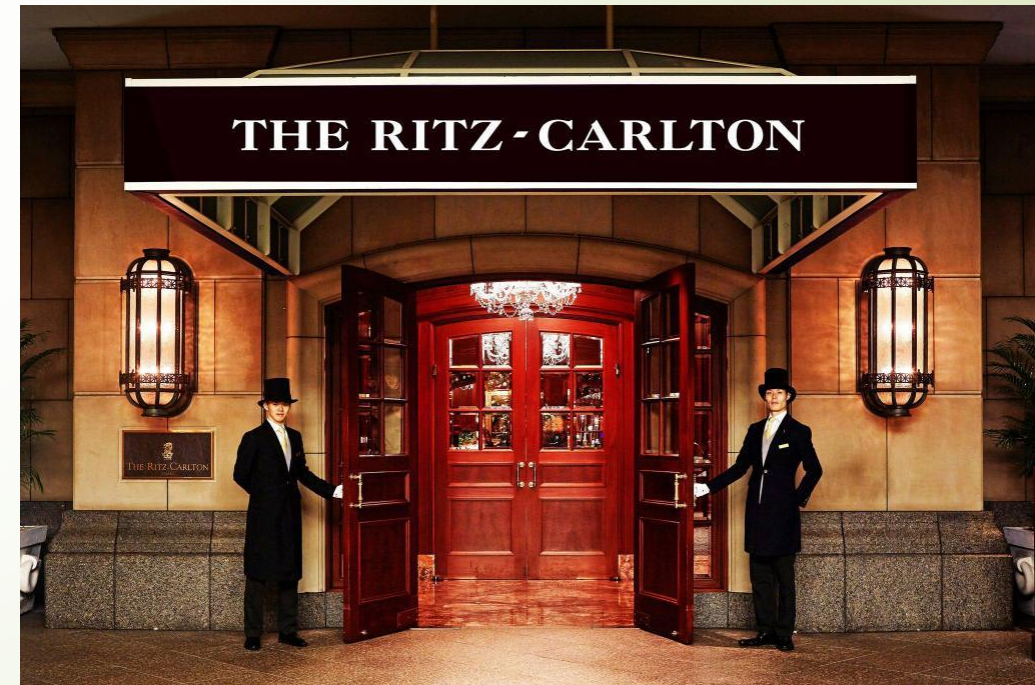
Introduction

- The hotel industry is essential to tourism in the United Kingdom.
- The country's cultural history, diverse attractions, and steady stream of domestic and international visitors need a wide range of lodging options (Michelli, 2008).
- There is accommodation in the UK to suit every taste, from luxurious five-star hotels to homely bed and breakfasts.
- The architecture and history of UK hotels make them particularly appealing. The hotels in the United Kingdom continue to be a highlight of both business and vacation travels.
- In this presentation Ritz-Carlton Hotel from Marriot International will be discussed in details.

Brand : RITZ-CARLTON by Marriot International

➤ The Ritz-Carlton Hotel Company is a renowned luxury hotel brand with a rich history.

- The company traces its roots back to 1898 when Cesar Ritz, a renowned hotelier, and Auguste Escoffier, a famous chef, collaborated to open the first Ritz-Carlton hotel in Paris.
- Their vision was to provide the ultimate in luxury and service (Toma and Grădinaru,, 2018).
- Over the years, the Ritz-Carlton brand expanded globally and became synonymous with elegance and exceptional hospitality.
- It went through various ownership changes and expansions, eventually being acquired by Marriott International in 1995.



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- Today, the Ritz-Carlton brand continues to flourish with properties in prime locations worldwide, offering exceptional service and luxurious accommodations (Wan, 2015).
- It upholds its tradition of providing an elegant and refined hospitality experience while adapting to modern trends and guest preferences.
- The Ritz-Carlton remains a symbol of luxury, sophistication, and timeless elegance in the hospitality industry.



RITZ CARLTON Main Consumers

- People who stay at The Ritz-Carlton tend to be well off and grateful for the high level of service they get.
- These high-net-worth individuals seek for high-end amenities and individualized care (Alhisan et al, 2019).
- They're all about comfort, ease, and quality service.
- The Ritz-Carlton's exclusiveness, elegance, and unparalleled service are admired by leisure travelers, business travelers, and guests at high-end events.
- Customers of The Ritz-Carlton are looking for opulence, relaxation, and unique adventures.



NATURE OF RITZ CARLTON HOTEL

- Luxury travelers know they can count on receiving a wide range of first-rate amenities and services while staying at a Ritz-Carlton hotel.
- The Ritz-Carlton offers are in various ranges.
- The rooms and suites of Ritz-Carlton hotels are among the finest in the world.
- The rooms are a beautiful retreat, with thoughtful touches and modern conveniences (Dev et al, 2010).
- The Ritz-Carlton is known for its impeccable service. The "Ladies and Gentlemen" at your service have received extensive training in providing thoughtful, personalized service.
- To ensure that their visitors have a fantastic day, they go above and beyond expectations.

SCOPE OF RITZ CARLTON HOTEL GUEST SERVICES

- Upon arrival, guests are typically greeted by a doorman who opens the door and assists with luggage if needed.
- The reception desk is staffed with attentive personnel who efficiently handle the check-in process while engaging in friendly conversation (Yeung, 2006).
- As part of The Ritz-Carlton's renowned service culture, guests are often addressed by name, creating a sense of familiarity and personalized attention.
- The Ritz-Carlton's approach to greeting guests goes beyond a simple check-in procedure.
- They aim to create a memorable and warm arrival experience, ensuring guests feel welcomed and cared for from the moment they step into the hotel.



Guest Service's Importance in Ritz Carlton

- The hospitality service process at The Ritz-Carlton follows a well-defined and customer-centric approach to ensure a seamless and exceptional guest experience (Beckett, 2008).
- The key elements of the service process at The Ritz-Carlton include:
- The staff at The Ritz-Carlton is trained to anticipate guest needs and preferences.



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- This involves gathering information about guest preferences before arrival, such as room temperature, pillow type, dietary requirements, or special occasions, in order to provide personalized and tailored service throughout their stay.
- Warm and Personalized Welcome: Guests are greeted with a warm and personalized welcome upon arrival (Lee and Kwag, 2017).
- The staff addresses guests by name and engages in friendly conversation, creating a welcoming atmosphere. The Ritz-Carlton aims to make guests feel valued and appreciated from the moment they step into the hotel.



Importance of Hospitality in Ritz Carlton

- Prompt Problem Resolution: In the event that a guest encounters an issue or concern, The Ritz-Carlton focuses on prompt problem resolution. The staff is trained to listen actively and empathetically, taking immediate steps to address the situation and find a satisfactory solution (Nixon and Rieple, 2010).
- The goal is to ensure guest satisfaction and turn any negative experience into a positive one.
- Continuous Engagement and Follow-Up: The Ritz-Carlton maintains continuous engagement with guests throughout their stay.
- The staff is attentive, regularly checking in to ensure guest comfort and satisfaction. After the stay, The Ritz-Carlton often follows up with guests to gather feedback and address any further needs or concerns.



Conclusion

- The service process at The Ritz-Carlton is characterized by personalized attention, proactive problem-solving, and a commitment to creating memorable experiences for guests.
- By focusing on anticipating needs, delivering exceptional service, and maintaining open communication, The Ritz-Carlton aims to exceed guest expectations and uphold its reputation for legendary hospitality.

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