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BMIH4003

Hospitality & Guest Services

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The Ritz-Carlton®

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



(Bing.com, 2023)

Content

- Introduction
- Main Consumers of The Ritz-Carlton
- Nature, scope and role of the guest service and facilities provided by The Ritz-Carlton
- Role and function of guest services
- Importance of hospitality and how hotels meet/exceed guest expectations

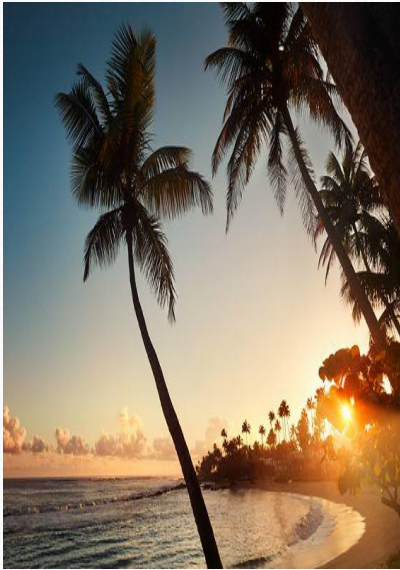
THE RITZ-CARLTON

- “The Ritz-Carlton Investing Company was established by Albert Keller who bought and franchised the name in the early 1900’s”.
- “In 1983 LLC (limited liability company) was formed”.
- “In 1998 the brand was purchased by Marriott International”.
- “Gold standard of hospitality”.

(Ritz-Carlton, 2022) (Bing.com, 2023)



Destination Guides



The Caribbean



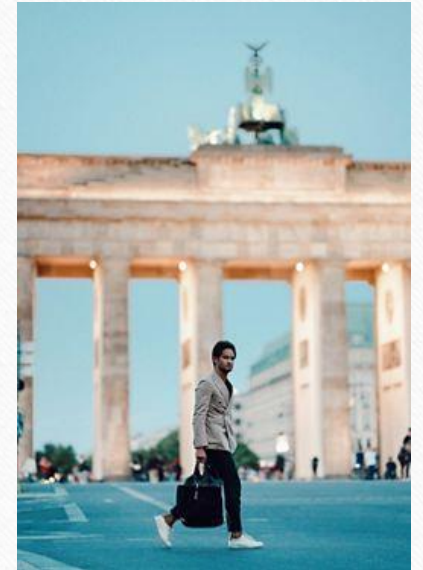
U.S. & Canada



The Middle East



Asia & the Pacific



Europe

(Ritz Carlton, 2022)

The Ritz-Carlton's Main Consumers

- Business executives
- Corporate
- Leisure travellers
- Typically middle-aged persons and elders
- Families from upper and upper-middle class section of society

(Wisdomanswer, 2023)

(Bing.com, 2023)



Nature, scope and role of the guest service and facilities provided by The Ritz-Carlton

- Motto
- Credo
- Twelve Service Values
- Three Steps of Service
- Service Values
- Yacht
- Spa
- Resorts
- Golf getaways
- Suites and Villas
- Weddings
- Culinary Experience

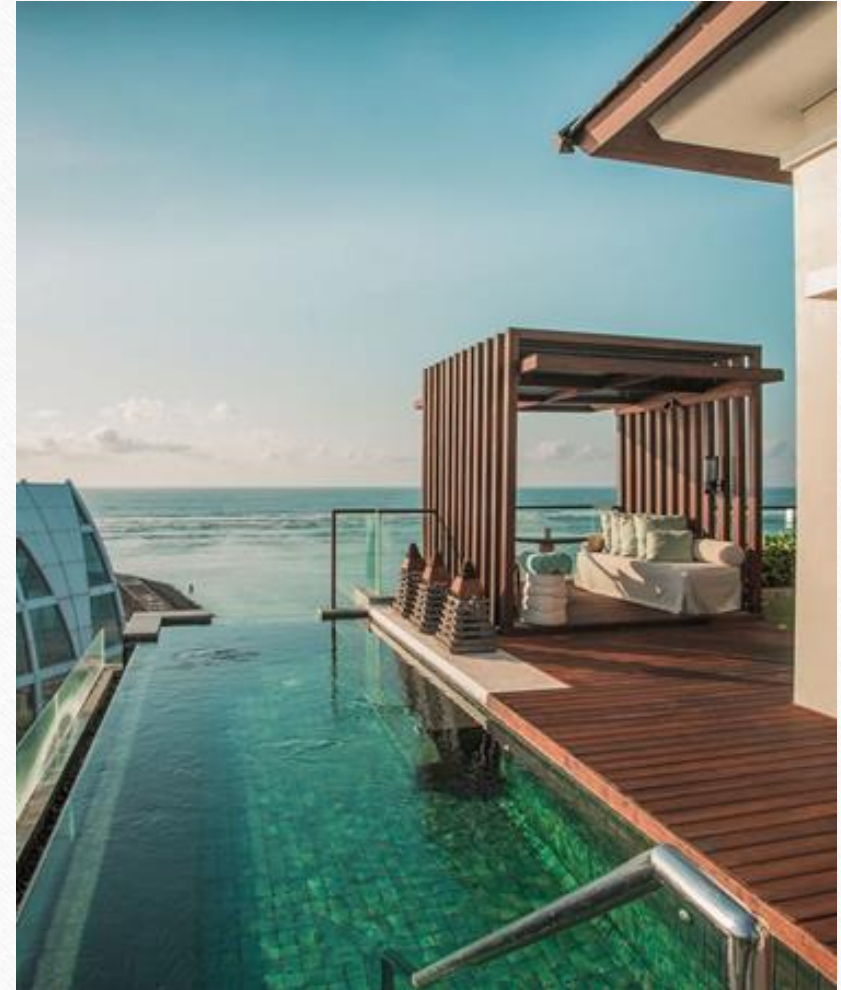
(Effectiveretailleader.com, 2023)

(crm.org, 2023)

(TheRitz-Carlton, 2022)



(The Ritz-Carlton, 2022)



(The Ritz-Carlton, 2022)

THE RITZ-CARLTON SERVICE VALUES

1. I build strong relationships and create Ritz-Carlton guests for life.
2. I am always responsive to the expressed and unexpressed wishes and needs of our guests.
3. I am empowered to create unique, memorable and personal experiences for our guests.
4. I understand my role in achieving the Key Success Factors, embracing Community Footprints and creating The Ritz-Carlton Mystique.
5. I continuously seek opportunities to innovate and improve The Ritz-Carlton experience.
6. I own and immediately resolve guest problems.
7. I create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.
8. I have the opportunity to continuously learn and grow.
9. I am involved in the planning of the work that affects me.
10. I am proud of my professional appearance, language and behavior.
11. I protect the privacy and security of our guests, my fellow employees and the company's confidential information and assets.
12. I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.

The need to consider the role and function of guest services in general

- Greeting and welcoming guests
- Friendly and professional manner
- Escorting guests to their room
- Excellent communication
- Reliable and customer orientated



(Hotelierlife, 2023)(Bing.com, 2023)

The importance of hospitality and how hotels meet/exceed guest expectations

- Helps retain customers
- Reinforces company values and brand
- Lasting impact and memories for guests
- Rewarding industry to work in
- Deliver unique experiences
- Understand the guests and what they value
- Positive reviews
- Repeat business
- Guest feedback



(Indeed, 2023)

(Cloudbeds, 2023) (Perrygroup International, 2021) (eposnow, 2023)

Conclusion

In conclusion without good quality service and customer satisfaction the hospitality industry will not thrive, as a hospitality employee it is essential to provide and meet guest expectations and services to provide a one of a kind experience to guests and enhance high quality service.

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