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Presentation about the role and importance of quality service,
hospitality and guest service

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The Ritz Carlton company was established in America by a renowned Businessman, Albert Keller who purchased the luxurious brand name during the early 1900s. The purpose of establishing the Ritz Carlton was to meet the expectations of higher-class people who would feel relaxed and satisfied by using their facilities. The company had grown rapidly in Usain which led several distinguished businesspeople such as President Colgate Homes, Horst Schulze, Joe Frenzi, and others to ally together in forming the back in 1983. By then the Hotel had captured identity globally and was purchased by Mariott International in 1998.

Who are Ritz Carltons main Consumers?

Surprisingly after researching more about the Hotel chain, I acknowledged that the Ritz Carlton offers services to a variety of different demographics.

- From business executives to middle age , I will explain a few types of consumers The Ritz Carlton's target.



Business Executives

- Recent studies show that the average age of an employed business executive is 44 years old (Zippia, 2022).
- Due to advanced technology businesses are now managed online and through digital marketing therefore millennial people have a good chance of becoming business executives.
- At Ritz Carlton, it is all about meeting the expectations of everyone, therefore due to great locations and facilities they can serve business executives.



For Example , Mark Zuckerberg CEO of Facebook

Corporate Travelers

This is a type of demographic who are sent by their companies to do certain business matters.

Corporate Travellers can travel locally as well as internationally for business trips.

Within a year they could also travel multiple times for business purposes and therefore would need to use hotels often.

Ritz Carlton offers great facilities to corporate traveler's

The Ritz Carlton has certain advantages to allowing corporate travelers to use their facilities such as;

- Located in all busy areas
- Providing the best facilities



GEOLOCATION

- The Ritz Carlton are very successful due to being in popular cities such as ;



London



Hong Kong



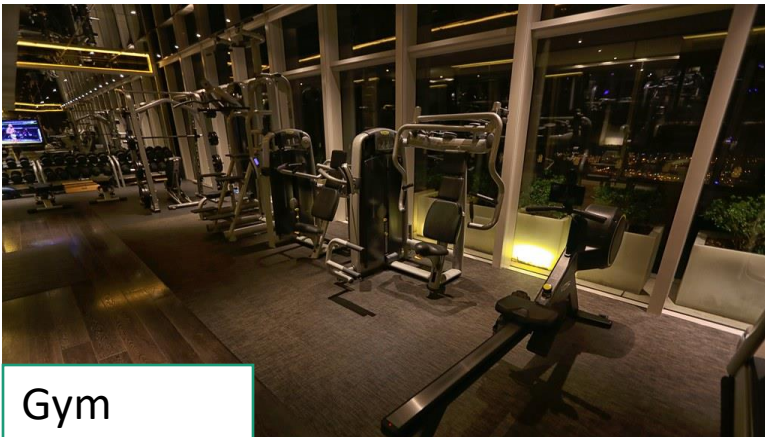
Dubai



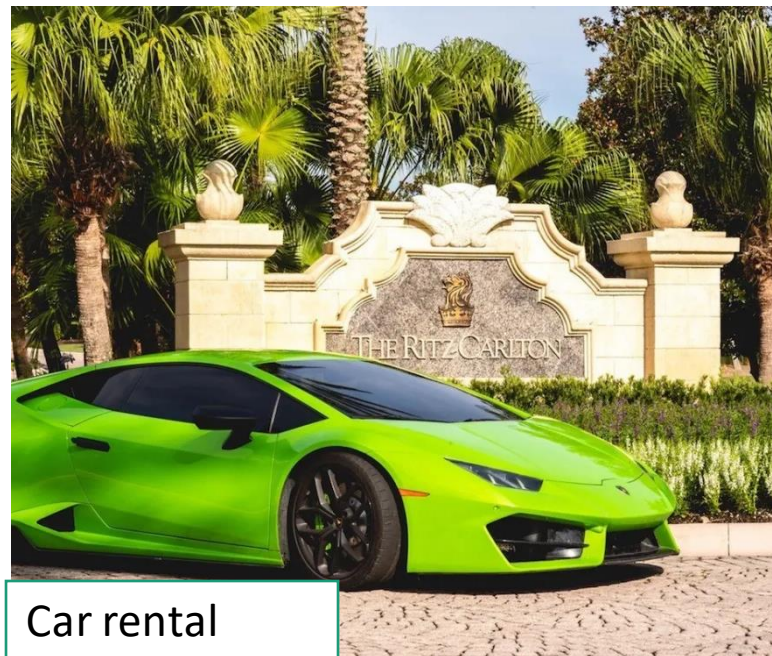
Facilities for business travelers provided by Ritz Carlton



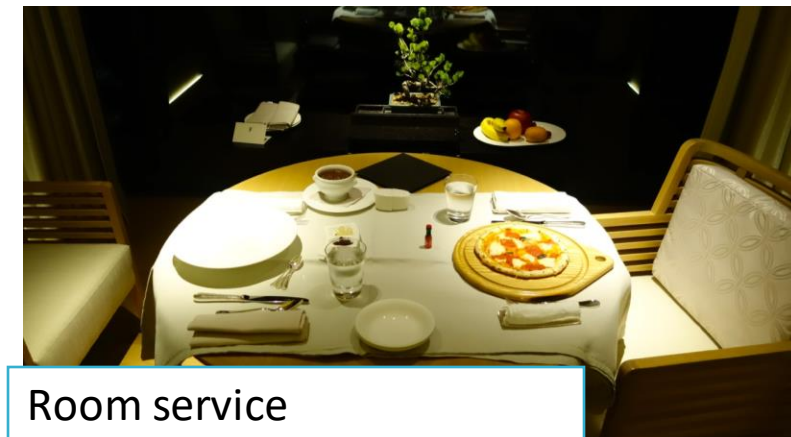
Spa and Wellness Centre



Gym



Car rental



Room service

Technology at Ritz Carlton



This is another key reason why business travelers stay over at the luxurious hotel;



They provide all the facilities for business people to use such as meeting rooms, Internet access, mobile check-in, Beverage ordering, and service requests.



Families staying over at The Ritz Carlton

- They make sure that families staying over have an unforgettable stay which is why they are in areas that are near famous sites and sceneries. They have a Ritz Carton Kids program which is mainly for kids to do activities and enjoy.

Kid Friendly Vacation Ideas

- At this family-friendly resort in Georgia, it is for children to explore.
- Ritz Kids, which is targeted toward children ages five to 12, teaches visitors how to go on a secret mission through obstacle courses.
- The resort is great for weekend getaways and has other family activities including in-room camping.



Georgia

The innovative Ritz Kids offering at Ritz Carlton Dubai

- The Hotel facilitates families based on four concepts ;
 1. Water
 2. Land
 3. Environmental
 4. Culture
- Children get to explore Dubai with the activities the hotel provides and get to enjoy art, sand and crafts.



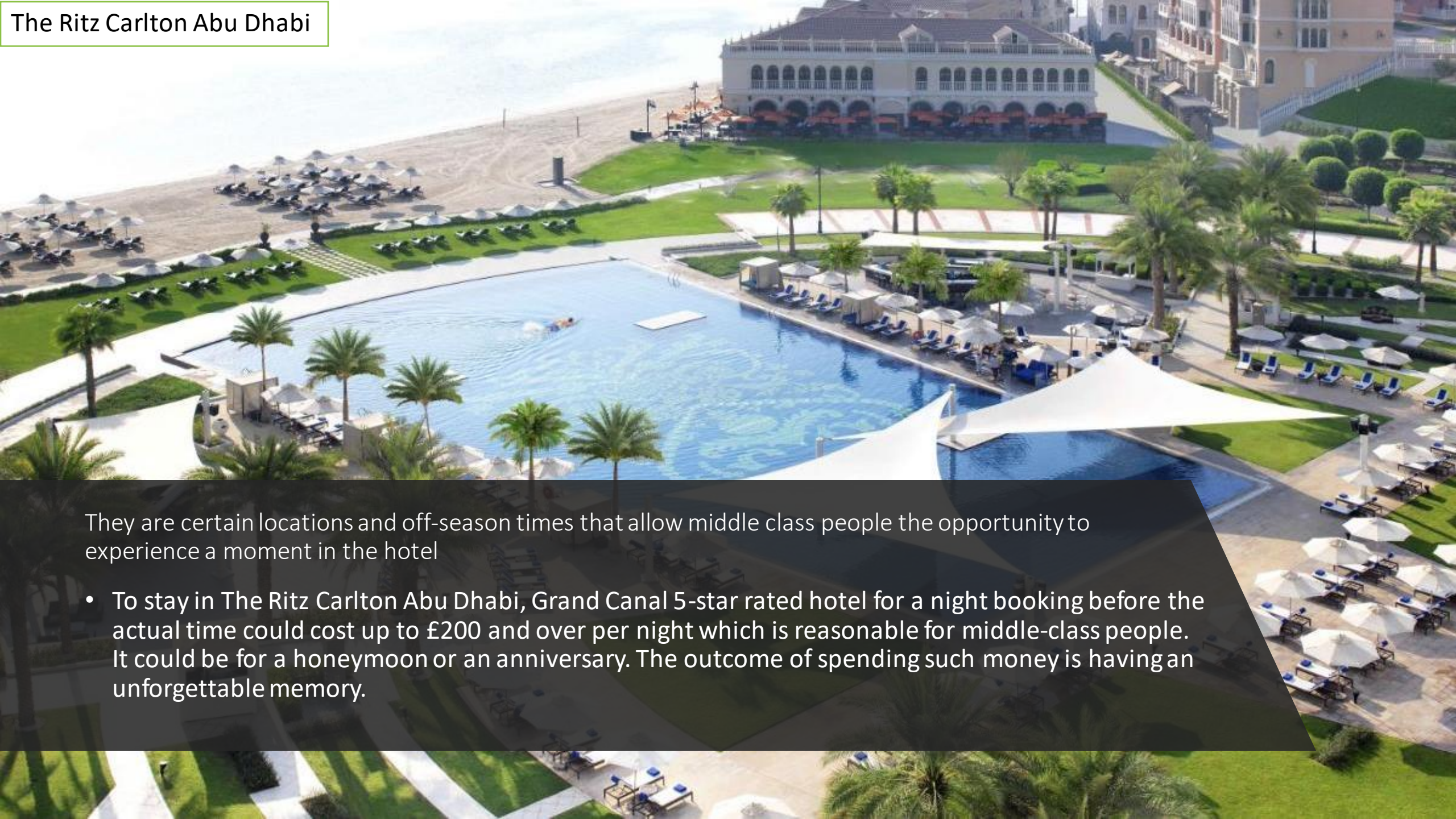


Only leisure class people would be able to afford family packages

For an example to stay a night in Ritz Carlton Dubai for 5 guests and two rooms will cost \$6800 per night.



Middle Class



They are certain locations and off-season times that allow middle class people the opportunity to experience a moment in the hotel

- To stay in The Ritz Carlton Abu Dhabi, Grand Canal 5-star rated hotel for a night booking before the actual time could cost up to £200 and over per night which is reasonable for middle-class people. It could be for a honeymoon or an anniversary. The outcome of spending such money is having an unforgettable memory.



Outlining the nature,
scope, and role of
the guest services
and facilities that are
provided by Ritz
Carlton.



Creating a 5-star customer service

It is within the staff members nature to create a 5-star customer service.

They are very successful due to adhering and acting upon certain values from the Gold Standards by which the hotel operates .

Values, such as the Motto, Credo, Twelve services, The Three steps of service, The service values, and the employee's promise are implemented regularly into practices by staff members.



The Credo Value

Based on the credo value, it is the company's responsibility to provide the finest personal services and facilities to each guests who comes and stays over at the hotel.

The Motto Value

The Motto which is "We are ladies and gentlemen serving ladies and gentlemen" is the most important aspect of the gold standards. The staff workers implement this statement to treat both guests and colleagues with dignity and respect. (Ritz-Carlton, 2022).

Three steps of service

This is an excellent method of how the Hotel interacts with its guests. It makes them feel special by greeting them with their actual name. They also anticipate the needs of their guests and give them a fond Farwell again by calling them out by their names.



Recruiting the best

- The company is very strict when it comes to selecting the right type of recruitment;
- They look for new candidates who possess certain soft skills such as being;
 1. Caring
 2. Sociable
 3. Able to learn new things
 4. Able to have the spirit in serving

They serve guests by
creating
unforgettable moments.



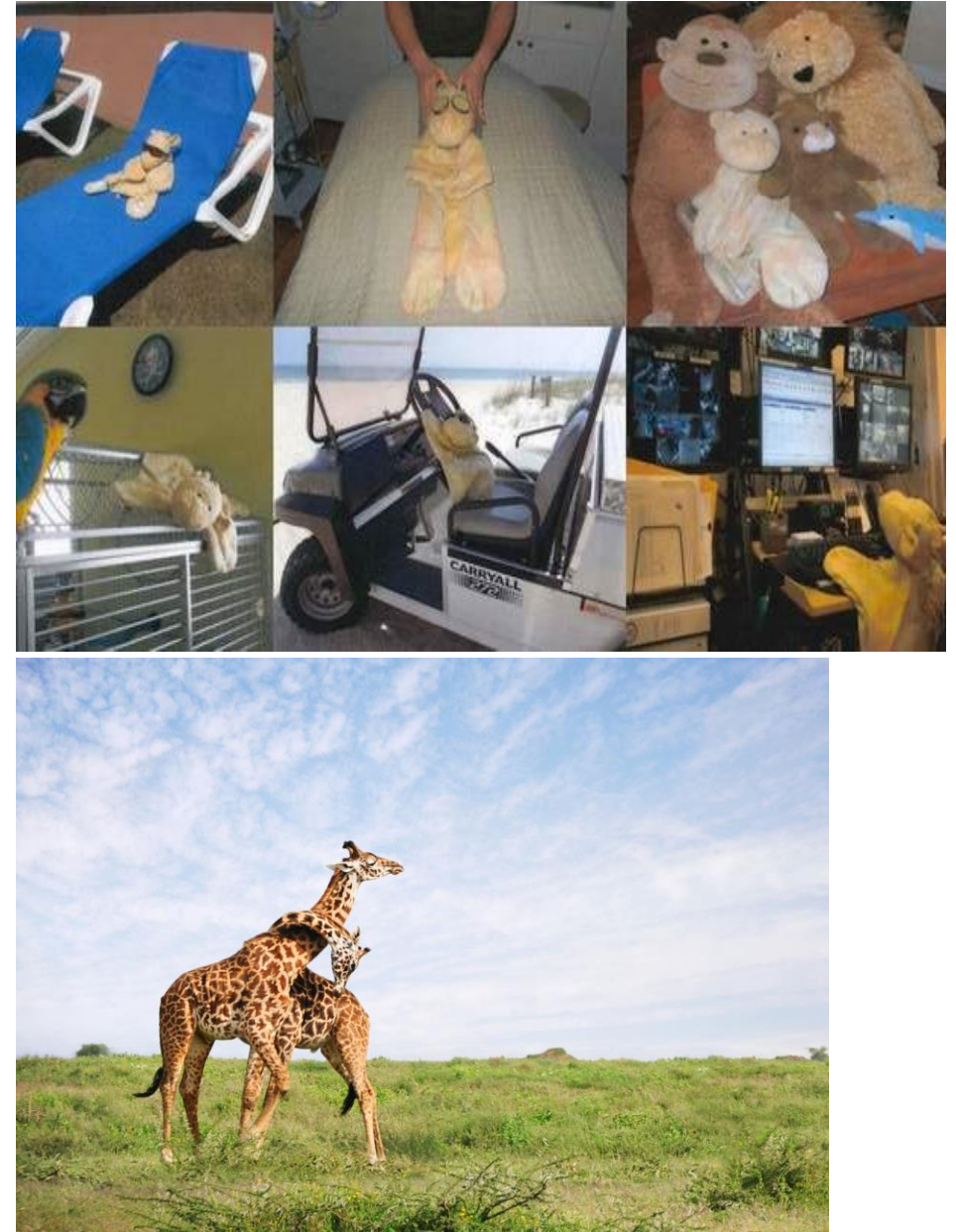
The staff members are trained to fulfill the needs and wants of their guests. They will go the extra mile just to fulfill the needs and requests of their guest.



Let's look at a few examples

Ritz Carlton takes extra care of their guests

Based on a report, A family had stayed over in a hotel chain located in Amelia Island Florida. They realized after returning home that the son had left his teddy giraffe at the hotel. As the son was very sad, the father contacted the hotel to see if they had found the teddy. The hotel staff member had found the teddy and went the extra mile by putting together a couple of photos of the bear enjoying the facilities at Ritz Carlton. This made the boy feel so special and became an unforgettable moment (Zambas, 2022).



Based on another report, there was a family who traveled to the Ritz-Carlton Bali. They had packed specific food for their son who had allergies. As they reached the hotel, the food got rotten and unfortunately, the staff was unable to find the same ingredients locally. The executive chef knew that the ingredients were available in Singapore and got his mother-in-law to purchase the products and fly all the way to Bali to deliver them (Morgan, 2019).

Just imagine how wonderful the guest felt.



The role and function of guest service in general

What is guest service ?

Guest services are at hotels, it is the services, facilities and help that the hotel provides to their guest(Collins Dictionary).

The role of guest services in general is to assist guests at hotels. Employees help guests in hotels, spa units, and places where guests need assistance or information.

It is the employee's responsibility to build a healthy relationship with guests and make them feel satisfied.

They multitask in hotel industries to provide excellent services to guests

The guests service representative will make sure the guests have a great moment

Guest service representative will meet the guest and make them feel warm, They will help them with check ins and check outs, assign rooms for them, accommodate them with general requests and so forth.



Importance of hospitality and how guest's expectations are met

- It could be anyone who visits a hotel and stays over the night, due to investing time, and money as well as being away from home it is very important that guest's expectations are met. They want to make the most out of what they have spent.



Hotels will focus on providing the appropriate 5 senses for their guests

- Sight: Anyone looking to book a night at the hotel would want to search upon how the hotel looks from inside and outside, therefore the hotel will provide high-quality pictures on their website and media to persuade the guest.
- Smell: As smell is a very powerful emotional sense, hotels will try their best to use certain scents so that they can exceed guest expectation.
- Sound: The hotel will use the right sort of music according to what type of guests they are accommodating. By providing the best sound through hallways inside the hotel, or even entertaining them with music events guests will feel wonderful and enhance customer experience.
- Touch: The materials, textures, and fabrics that make up a hotel offers a special chance to give guests a feeling of relaxation or richness while they are there. Examples such as guests being able to touch Vars, Frames, sofas, and flowers could easily connect them and make them feel relaxed.
- Taste; Hotels will provide food and beverage offering to their guests which will lead them to appreciate delicious experiences.

Employees working in the hotel should build connections with their guests



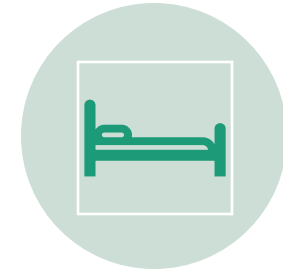
IT IS IMPORTANT FOR STAFF MEMBERS WORKING IN THE HOTEL TO BE FRIENDLY WITH GUESTS.



THEY SHOULD BUILD A RELATIONSHIP WITH THEM AND CONNECT EMOTIONALLY TO MAKE THEIR STAY MORE APPRECIATED.



IT IS THEIR RESPONSIBILITY TO ASSIST THEM AT ALL COSTS AND TRY TO CREATE A WOW FACTOR BY GOING THE EXTRA MILE IN ACCOMMODATING THEM.



HOTELS WILL BE MORE SUCCESSFUL WHEN THEY RESEARCH WHAT SORT OF GUESTS ARE STAYING OVER AND ACCORDINGLY, THEY SHOULD PREPARE THEIR SERVICES AND ROOMS.

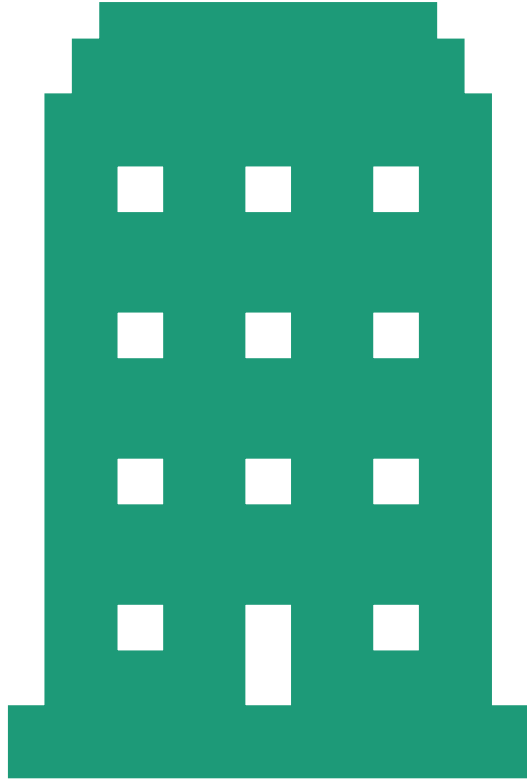


By receiving feedback and reviews

To understand the needs of guests, it is important that guest representatives should ask for feedback so that they can understand how to meet expectations in the future.



Nowadays everything is available online therefore it is important that Hotels provide websites that have an option for guests to explain their experiences through reviews. This allows hotels to reflect and learn in terms of how to improve so that they can succeed in meeting guest expectations.



Summary

- In conclusion, it's very important to deliver excellent guest services no matter which hotel you work at. Hotels are recognized as offering excellent guest services and are one of the leading industries in delivering them. Particularly Ritz Carlton is one of the finest hotels when it comes to delivering guest services which is why I, choose them as my presentation. With technology increasing rapidly I personally feel like the Hotel needs to invest more in Artificial Intelligence perhaps introducing smart access in rooms to make the new generation feel satisfied such as millennials and Gen Z demographics. Although they do provide facilities and have Yacht Cruise operating on the sea, it would be nice for them to invest more in technology. Overall, The Ritz Carlton is a 5-star rated Hotel and has exceptionally delivered amazing guest services.

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