



Presentation of Ritz Carlton Hotel Brand

- Module: Hospitality and Guest Services
- Module Code BMIH4003
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- Pictures of Ritz Carlton hotels and resorts (left side) from www.ritzcarlton.com

Presentation of Ritz Carlton brand

- Ritz Carlton is a luxury hotels and resorts chain brand, part of Marriott International
- Ritz offers destinations to: The Caribbean, US, Canada, Middle East, Asia Pacific and Europe

(www.ritzcarlton.com, 26.01.2023)

- The Hotel Ritz Carlton has more the 100 years history
- Ritz is a worldwide symbol for the finest service and accommodation (two times awarded by Malcom Baldrige National Quality Award)
- Ritz Carlton in Boston set the luxury trend and the standard by creating amazing experience for the guest such as:
 - private bath in each room
 - white tie and apron uniforms for the waitstaff
 - fresh flowers in the public areas
 - A la carte menu providing choices for the guest
 - intimate, smaller lobbies for a more personalized guest experience

Who are the main Ritz Carlton guests?

- People with buying power and people who want quality services and have high expectations
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- Their customers are looking for unique experiences
 - The guests can be from different professions and sectors, business and VIP, celebrities from sport, art, political zone, artists, corporate sector, liberal professions like doctors, lawyers and many others
 - Guests can be tourists from other countries who want a luxury experience and fine dinning

The nature of the Guest Services

- to offer the value for someone else by taking care of the guest is the heart of the hospitality business (Kaufman, 2012)
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- It refers to:
 - understanding and anticipating what the customer needs and wishes are
 - be responsive to guest by provide a quick and friendly service
 - Integrating standards of quality service in organization
 - The group identity and individual operations of the overall business is the key to success in the hospitality industry (Bagdan, 2019)

Scope of guest service

- **Guest service** is meeting the needs and desires of the customers
 - Guest service is the act of taking care of the guest needs by providing and delivering professional, high quality service and assistance before, during, and after the guest want and need (Bagdan, 2019)
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- Some characteristics of good guest service include (Walker, 2021):
 - **Confidence** : High standard of service at all the time
 - **Politeness**: Politeness is almost a lost art. Saying 'hello,' 'good afternoon,' 'sir,' and 'thank you very much' are a part of good customer service. For the hospitality industry
 - **Professionalism**: All guest have to be treat equal and in a professional manner by the staff
 - **Personalization**: Using the customer's name is very effective in producing loyalty

The Role of guest service

- To be available for the guest before, during and after their stay
- To provide information, advice or help so the guest feel comfortable and confident during their stay
- Having a good customer service helps creating a positive experience for the guests
- Guests will associate excellent guest service with the brand
- Ritz Carlton have set a standard for their hotels and resorts worldwide to create excellent guest service known as
- 'The Gold Standard' – stands for: **Three Steps Of Service** (www.ritzcarlton.com, 26.01.2023)
 1. A warm and sincere greeting
 2. Use the guest's name and anticipation and meet of each guest's needs
 3. Give a warm goodbye and use the guest's name
- The Motto at Ritz Carlton Hotel: "We are Ladies and Gentlemen serving Ladies and Gentlemen." (www.ritzcarlton.com, 26.01.2023)
- The motto reveals the anticipated high standard service provided by all staff members

Facilities provided by Ritz Carlton

- The facility provided depend on the location of the hotel and the category of guests
 - **If is located in the city :**
 - Transfer from the airport, flexible check-in and check-out, the reception open 24/7, concierge level.
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- Meeting conference, laundry service, high speed internet, security 24/7.
 - Twice daily-housekeeping, room service 24 /, laundry service
 - medical assistance
 - **If is the hotel is located on the beach or in the mountains:**
 - swimming pool, spa, massage, terrace and different activities
 - wedding and honey moon destination
 - fully equipped fitness centre, gift shops

Role and function of guest services in general

- Good guest service is the core of hospitality and an important asset for the hotel industry
- To provide guests with all the information about the hotel and the services
- To assist the guests with check-in and check-out process
- To assist with and solve any problems related to service, to deal with complaints
- The guest services include the facilities offered to the guests
- Providing great service is a very difficult task

The importance of the Hospitality

- Hospitality and tourism industry is the largest industry in the World and is an essential; service business
 - Requires a holistic cross-functional approach to meet customers' needs in the context of the personal relationships guests experience during their stay (Kandampully and Solnet, 2018)
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- An important aspect of this industry is that made up so many different professions (Walker, 2017)
 - The most important element of the hospitality is confidence, empathy, generosity, presence
 - Hospitality is very complex and has more segments like:
 - Travel (ecotourism, cruise ships, automobile),
 - Lodging (motel, and resort),
 - Restaurants
 - Recreation (Attraction Gaming, Parks and recreation)
 - People travel for different reasons: vacation, business, to attend a conference
 - One characteristic of the hospitality industry is that it is open 365 days a year and 24/7
 - The average people in the industry work 10h per day and this is more than other industries

How Hotels can meet and exceed the guests expectations?

- By providing quality guest services
 - By being more sustainable - The trend in the hospitality industry is to be more sustainable by using more clean energy and buying more from the local suppliers
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- By The Wow factor “The hospitality industry transform the essential like a bed, a room, a meal into an experience that is warm, comforting, memorable even magical” (Solomon, 2019)
 - The wow factor is about taking tangible products and transform them in intangible memorable moments, experience and feelings for the guests
 - It speaks about understanding the need and wants of the guests by paying attention to details
 - Every element of the business from the design of the hotel to the interaction of the brand with the guests contribute to create a great experience for the guest

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