

The Role and Importance of Hospitality and Guest Services in the Hotel Industry

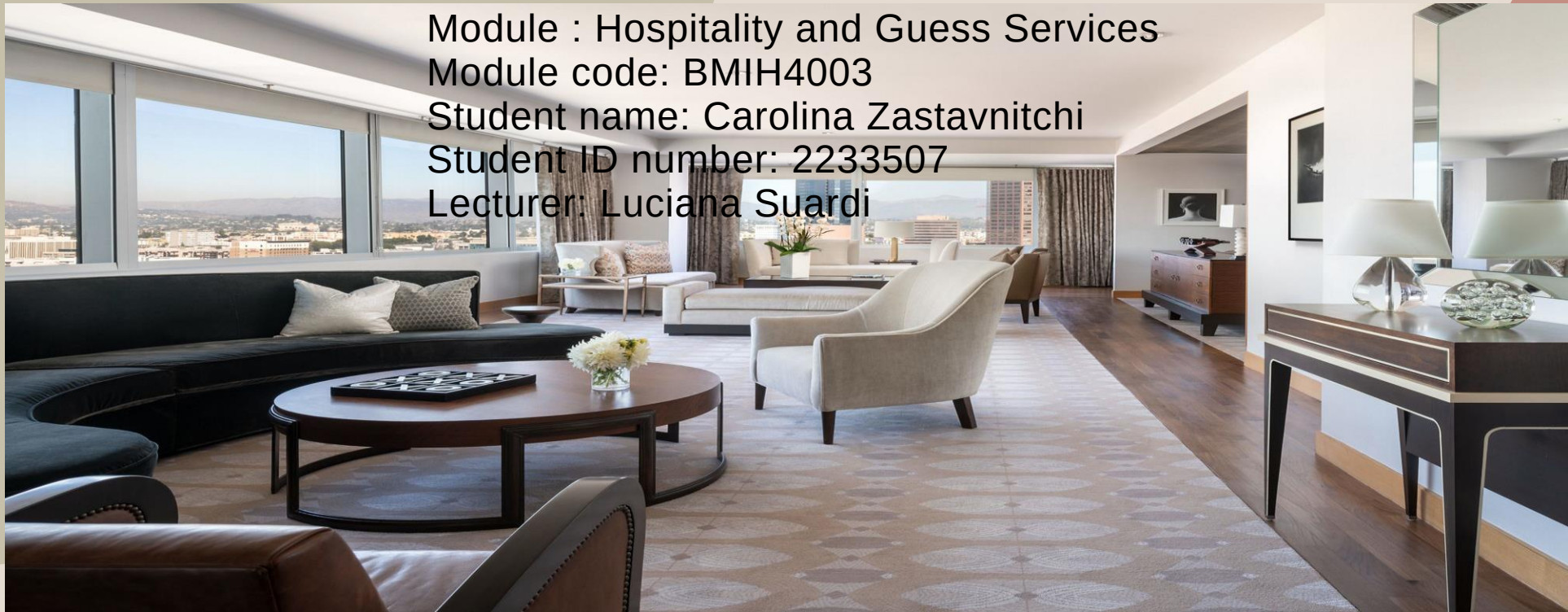
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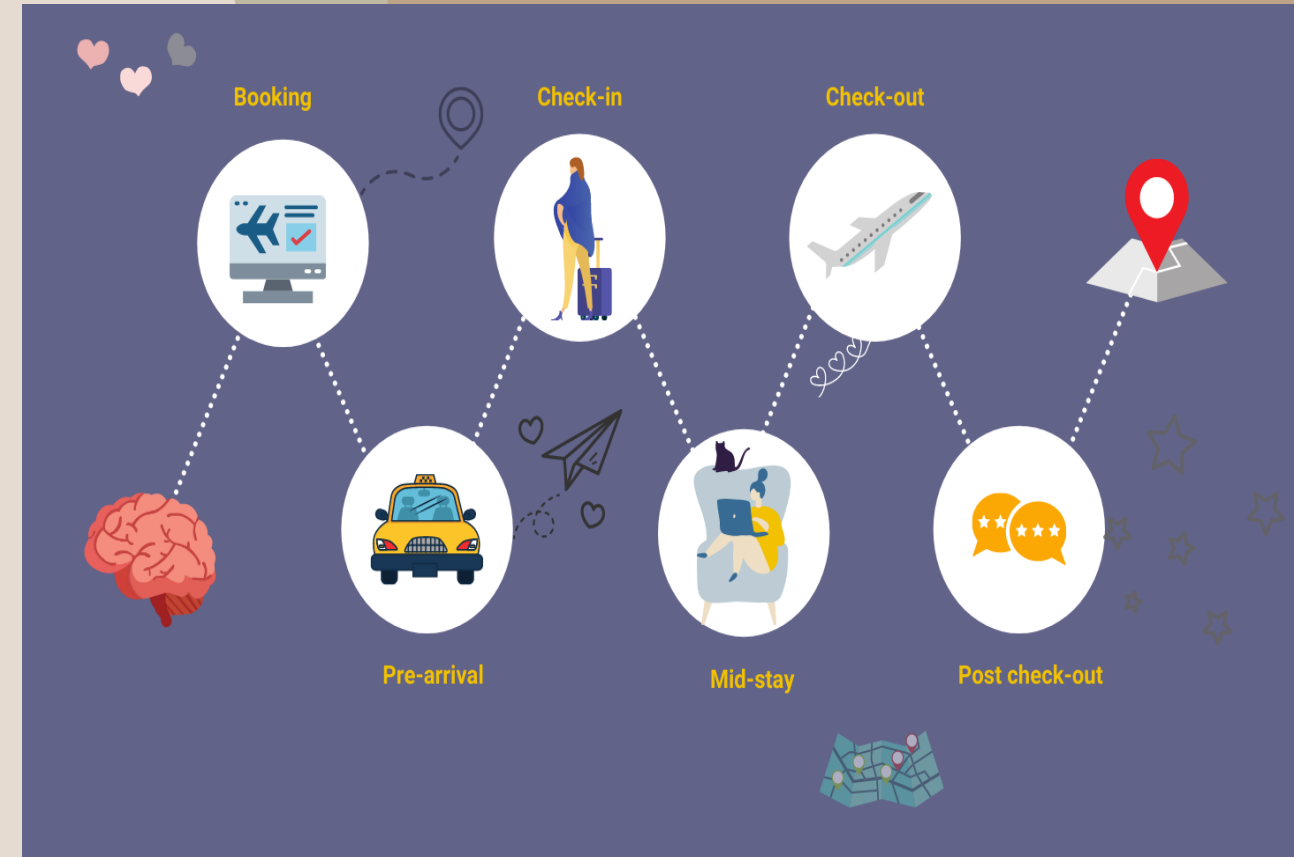


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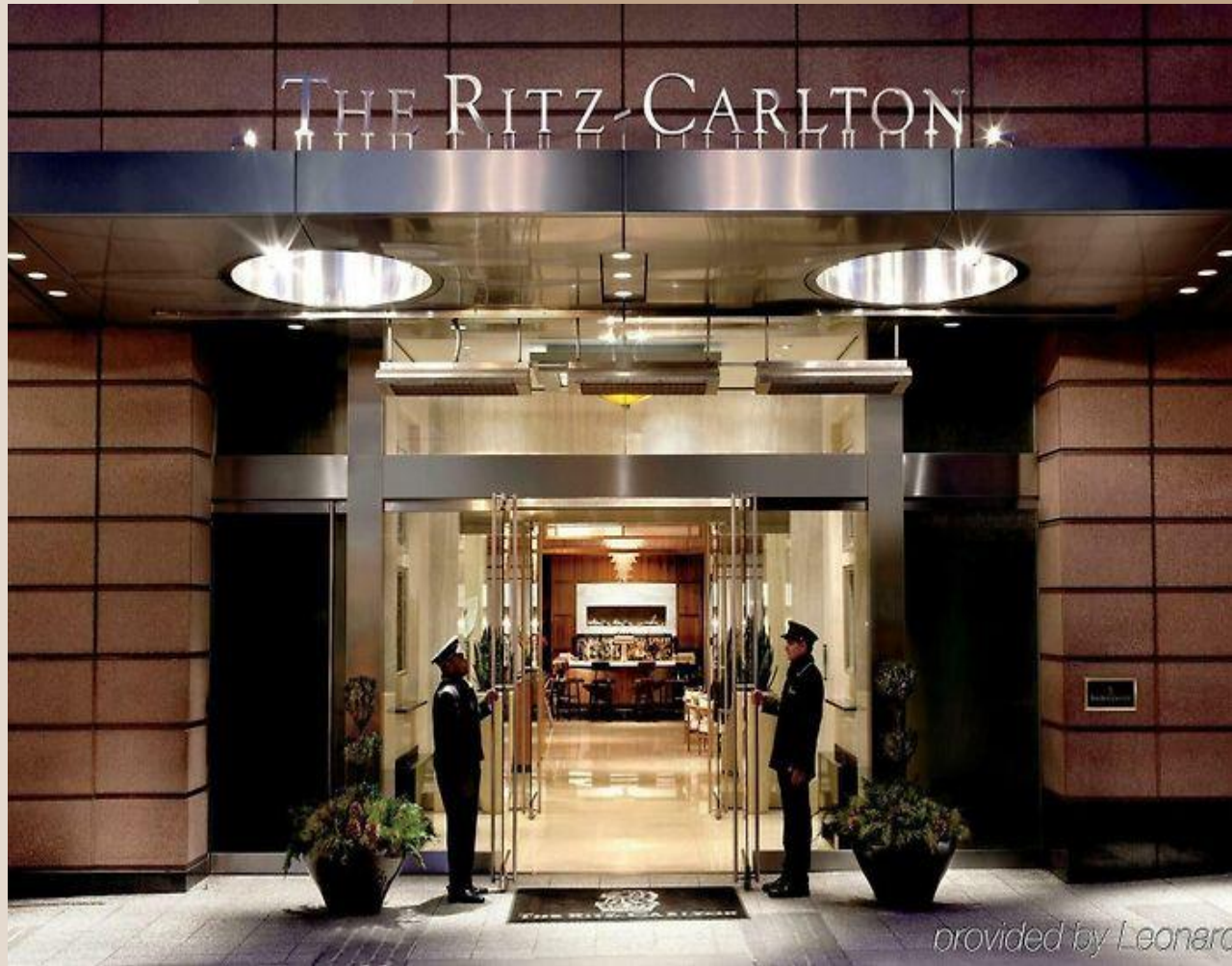
Introduction

- ❖ The hospitality industry is one the largest sectors in the world which plays a vital role in the world economy.
- ❖ The hospitality industry contribute significantly in the national GDP of a country.
- ❖ The success of the hospitality industry is dependent on providing improved hospitality and guest services to the consumers.



Introduction to Hotel Brand

- The Ritz Carlton is luxury hotel brand operating under the Marriott International hotel company.
- The Ritz Carlton was founded by William B. Johnson in 1983.
- Headquarter is in Bethesda, Maryland, U.S.
- 108 hotels around the world and an estimated 40,000 employees.



Key consumers of Ritz Carlton

- Strong and large customer base through its extraordinary services provided to the guests.
- As the Ritz Carlton is a luxury brand, people from upper-middle and upper class society can afford to avail the hospitality of the Ritz Carlton.
- Business executives, corporates, leisure travelers, elderly people coming from upper class society.



Services and facilities provided by the Ritz Carlton

- ❖ The Ritz Carlton hotels provide residentially inspired accommodations with a view to providing home away from home experience to the guests.
- ❖ The Ritz Carlton provides customized services to the guests including private plunge pools and personal butler.
- ❖ There are family friendly features for people who travel with young guests.
- ❖ Business services are available for business executives and corporates which include post or parcel delivery, airmail/courier service, fax service, internet printing.

Role and function of guest service

- ❑ Hospitality industry is one of the largest sectors in the world and has significant impact on the world economy.
- ❑ The guest and hospitality services provided to the guests are largely influenced by the culture of the host country.
- ❑ Guests coming to a hospitality organization from various parts of the world gain idea of the culture of country by the guest services (Nikolich and Sparks, 1995).
- ❑ The quality and standard of guest service enable a hospitality organization to achieve customer loyalty and competitive advantage.

Role and function of guest service

- ❖ The brand image of a hospitality organization is determined by the guest services provided to the guests.
- ❖ Guest service enables a hospitality organization to achieve competitive advantage in the market.
- ❖ Guest service nurtures diversity in the work force of the organization.
- ❖ The quality of guest service determines customer loyalty and customer engagement for the organization.

Importance of hospitality

- ❑ Hospitality services help in building strong bonds between a hospitality organization and its customers.
- ❑ Hospitality creates a strong network among brands, consumers, clients which acts as bidirectional relationships providing benefits to each of the stakeholders.
- ❑ Hospitality represents the culture of a country and the culture of the country also gets enriched by hospitality.

Meeting guest expectations

- Meeting guest expectations is the primary goal of hospitality organizations.
- Hotels carry out various activities to meet guest expectations.
- Conducting researches on the characteristics, behavioral traits, etc. is effective way to learn about the guest expectations and fulfill them (Uddin, 2020).
- Training staff and employees to provide quality services along with customized services are the ways of meeting guest expectations.

Conclusion

- The hospitality sector involves dynamic activities, diverse people and various service activities.
- Hospitality and guest services hold significant importance in the hospitality industry.
- The Ritz Carlton is one of the largest and most successful hotel brands in the world which provides improved guest services to the customers.
- The brand image and competitive advantage of a hospitality organization can be improved by providing improved guest services to the consumers.

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