

The Role & Importance of Hospitality & Guest Services within the Hotel Industry

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Hospitality & Guest Services

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❑ THE HISTORY OF THE RITZ-CARLTON HOTEL COMPANY

❑ 1911 - The Ritz-Carlton Investing Company was established by Albert Keller who bought and franchised the name

❑ 1940 - The Ritz-Carlton, Boston

- the ultimate luxury experience
- Yankee ingenuity
- Boston Social Feelings

❑ The service, dining, and standard benchmark for all future Ritz-Carlton hotels and resorts around the world.

"We are Ladies and Gentlemen serving Ladies and Gentlemen."

(The Ritz-Carlton Hotel Company, L.L.C)

❑ The Ritz-Carlton, Boston revolutionized hospitality in America by bringing luxury to a hotel setting

❑ In 1983, The Ritz-Carlton Hotel Company, LLC was formed

❑ In 1998, Malcolm Baldrige National Quality Award + The Ritz-Carlton Hotel Company was purchased by Marriott International.

❑ Today:
108 luxury hotels and resorts in 30 countries and territories



“The hospitality product consists of the elements of food, drink and accommodation, together with the service, atmosphere and image that surround and contribute to the product.”

(Paskins, Pennington, & Macaninch 2021).



Tangible

Intangible

Guest services

Quality service
(pay attention to
every detail)

Professional
service

The Wow Factor
(Go the extra mile)

Outstanding guest
satisfaction

Service Excellence

Profit

Guest
loyalty



How to Deliver Quality Guest Service

Consumers needs and wants



What do they want?

Procedure:
how to deliver/provide what they want?

Staff: create/find professionals

Control and revise:
systems

Evaluate and modify



Main consumers portrait



43.80% Male

56.20% Female

Most likely couples



Audience Interests Search keywords

Business

Business news

Shop

Fashion

Personal finance

Online travel agents

Resorts

Entertainment

Luxury

Travel

Air travel

Vacation

Food references

Health Travel guides

Credit cards

Comunity

Age distribution:

23-34 - 30.66%

35-44 - 22.87%

18-24 - 15.46%

45-54 - 15.26%

55-64 - 10.09%

65+ - 5.68%



Geography:

More than half - 50.57%
from United States

Services and facilities provided to the guests by The Ritz-Carlton Hotel Company

☐ Hotels & resorts and residences

☐ Suites & Villas

☐ Meetings, events, and celebrations

☐ Yachts cruises

☐ Restaurants & Bars

☐ Design, local culture, and traditions, amazing views, attention to details

☐ The Ritz-Carlton has raised the standard for luxury travel

☐ Family Ritz Kids program

☐ Spa & Wellness

- ❖ facials,
- ❖ massages,
- ❖ hydrotherapy,
- ❖ sauna/heat treatments,
- ❖ Beauty services,
- ❖ fully equipped gyms and more

☐ Beaches & Pools

☐ The Ritz-Carlton Club

- ❖ culinary presentations,
- ❖ immersive cultural experiences and events,
- ❖ more than 80 Club lounges around the world.

☐ Golf

- ❖ collection of golf experiences,
- ❖ expert-designed courses,
- ❖ golf resorts.

?

How they meet and exceed customer's needs and wants



The Ritz-Carlton GOLD STANDARDS

☐ **Three Steps Of Service**

1. A warm and sincere greeting.
2. Use the guest's name.
Anticipation and fulfillment of each guest's needs.
3. Fond farewell. Give a warm goodbye and use the guest's name.

☐ **Service Values:**

I Am Proud To Be Ritz-Carlton

☐ **The Credo**

- ☐ The Ritz-Carlton is a place where the genuine care and comfort of our guests is our highest mission.
- ☐ We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambiance.
- ☐ The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

☐ **The Employee Promise**

At The Ritz-Carlton, our Ladies and Gentlemen are the most important resource in our service commitment to our guests.

By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company.

The Ritz-Carlton fosters a work environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled, and The Ritz-Carlton Mystique is strengthened.



□ **Summary**

❖ Regardless of the type of guest, everyone wants to be treated well!

❖ Set up service and quality standards!

❖ Evaluation and reflection is an important part of growing up and success!

❖ Know and understand your guests, understand their needs and wants, and find a way how to meet and exceed their expectations!

❖ People are important.
Train, motivate, and appreciate the staff!

❖ Attention to every detail leads to quality and service excellence!

❖ It is worth to do the extra mile to create a “wow factor”!

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