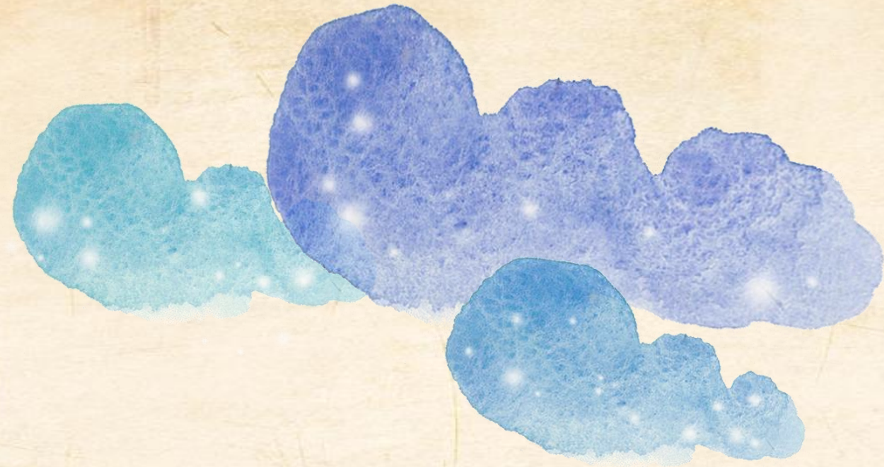




BMIH 4005 HOSPITALITY AND GUEST SERVICE

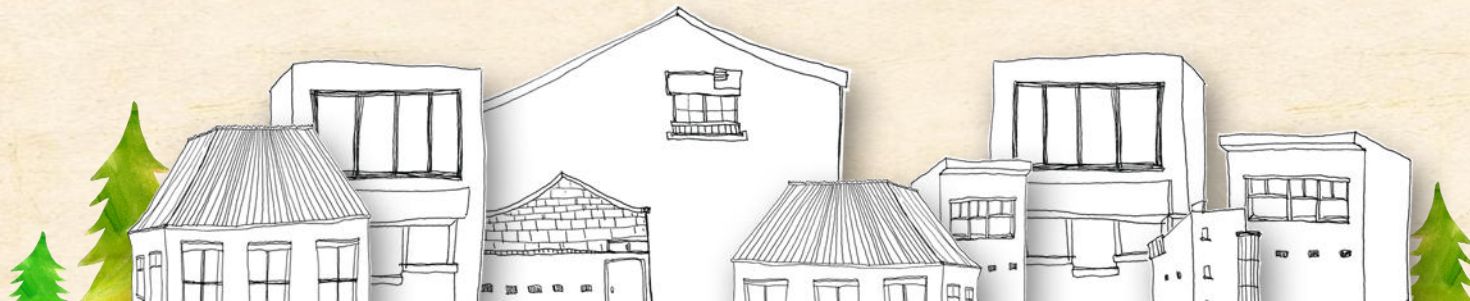
STUDENT NAME -IPSITA PATRA

STUDENT ID-2231297

MODULE NAME-HOSPITALITY AND GUEST SERVICE

MODULE CODE-BMIH4005

LECTURE NAME-LUCIANA SUARDI



TITLE

THE ROLLE AND IMPORTANCE OF QUALITY SERVICE HOSPITALITY AND GUEST SERVICE WITHIN THE HOTEL INDURSTRY
THE RITZ CARLTON HOTEL BY MARRIOTT INTERNATIONAL



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The role and function of guest service
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INTRODUCTION

- *THE RITZ CARTON HOTEL IS A TRADITIONAL LUXURY HOTEL**
- *The Ritz Carlton Hotel chain was acquired by marriott in late 1990s .**
- * The ritz carlton hotel location is some of the best location cit on the all over the world.**
- * The hotel Ritz Cralton hve 101 hotel and resurt world wise in 30 country.**



THE ROLES AND FUNCTION OF GUEST SERVICE

THE RITZ CARLTON HOTEL FOLLOWING 7 THINGS FOR THE BEST GUEST SERVICE.

1* BRAND REPUTATION

Over the years the Ritz Carlton hotel has developed a solid reputation for providing top service.

2* CUSTOMER SATISFACTION

The Ritz Carlton hotel is aware that happy clients are more inclined to stick around as regulars and refer business to the establishment.

3* DIFFERENTIATION IN THE MARKET

Quality customer service and hospitality set us apart in a crowded market.

4* WORD OF MOUTH MARKETING

Positive word-of-mouth advertising is an effective tactic.

5* GUEST LOYALTY AND REPEAT BUSINESS

By giving each guest individualised attention and attending to their needs and wants, The Ritz-Carlton aims to establish lasting relationships with them.

6* STAFF TRAINING AND EMPOWERMENT

The Ritz-Carlton makes significant investments in empowering and training its employees to provide first-rate service.

7* REVENUE GENERATION

The Ritz-Carlton generates income by providing excellent service and hospitality.

IMPORTANCE OF HOSPITALITY

- * The Ritz Carlton hotel gives a wow experience to the guest.
- * The role of marketing and sustainability.
- * The hotel's reputation is heavily influenced by its guests' perceptions of its services.
- * By analysing their needs and preferences, the hotel may personalise the guest experiences.

conclusion

Overall, The Ritz-Carlton is aware of the importance of hospitality to its success. The brand makes sure that it constantly provides top-notch service to its customers by putting a priority on guest experiences, encouraging loyalty, developing a strong brand image, and investing in employee engagement.



THANK YOU





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