

Ritz carlton's gold standarts

[Business](#), [Management](#)



Ritz Carlton Gold Standards

The Gold Standards of Ritz Carlton Hotel Company are the company's foundation. The foundation of the company involves the philosophy as well as the values within which the Hotel Company operates. These components include the credo, motto, here service steps, service values, the 6th edition diamond as well as the employee promise.

The Credo- is the idea that guides the operations of Ritz Carlton Hotel Company and states that the hotel's highest mission is the genuine care as well as comfort for its guests. The company also pledges to offer the finest facilities and personal services to its guests resulting to the guest's enjoying some warm, relaxed and refined ambience. The experience of the Ritz Carlton livens up the guests' life, instills their well being as well as fulfilling their pent-up wishes and needs (Ritz-Carlton Hotel Company, 2015).

The motto of the Ritz Carlton states that, " we are ladies and gentlemen serving ladies and gentlemen" this summarizes the Ritz Carlton motivation. It demonstrates the preventative service that the staff offers.

Steps of service- the hotel staff use three service steps which ensure smooth interaction with guests making them feel happy and cared for and important. These include a warm as well as a sincere greeting using the name of the guest, anticipation and fulfilling of the needs of the guests, and a tender farewell.

The service values of Ritz Carlton Hotel Company describe the behaviors of everyone in the Hotel Company. They comprise of the following: building a strong relations as well as creating the company guests for life, responding to guests requirements anticipated as well as expressed, empowered to

come up with unique, memorable as well as personal knowledge for guests, understanding of one's' role in the achievement of the main factors embracing footprints of the community as well as creating the hotel company Mystique, among other values (Ritz-Carlton Hotel Company, 2015). The 6th diamond includes the mystique, emotional engagement as well as functional. The employees promise which is the last component states that ladies and gentlemen of the hotel company are the most essential resource in the hotel's commitment to its guests. Through application of respect, honesty, commitment and trust principles, the hotel company nature as talent for the company's and all individuals' benefit (Ritz-Carlton Hotel Company, 2015).

The gold standard meets is an indication of high quality service. This leads to meeting customer requirements, yet remaining economically competitive. This is much indicated in all components of the Gold Standard. Improved quality service could result to increased economic competitiveness.

Reference

Ritz-Carlton Hotel Company. (2015). Gold Standards. Retrieved 29, 2015, from corporate. ritzcarlton. com: [http://corporate. ritzcarlton. com/en/about/goldstandards. htm](http://corporate.ritzcarlton.com/en/about/goldstandards.htm)