

# The Ritz-Carlton: Managing The Mystique

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Establishing "King of Castles and the behavior building" Sony Hotel - Seoul, Korea  
2017: The Blackboard Series  
William B. Johnston  
World's Best International LCCs - Air Canada  
2016: 500K shares being the first Month End!

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2

The Success of the Parkview Ritz-Carlton (Shanghai)



In recent years, The Parkview Ritz-Carlton has won several other awards in recognition of its successful formula for success after 10 years of operation. "The Shanghai Ritz-Carlton" by World's Best Awards and "World's Best Business Hotel in China" by Traveling Plus. The Ritz-Carlton has been selected the "Best Business Hotel in China" by Business Asia magazine.

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SERVICE INDUSTRY  
Serves the product.

EXPECTATION EXPERIENCE

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The Ritz-Carlton®



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Cesar king

"king of hoteliers and the hotelier to kings"

Saroy hotel-----hotel Ritz

1927. The Ritz carlton Boston

William. B. Johnson.

Marriot International 1995. 49%stocks

1998. 99% shares belong Marriot International.

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# culture

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vision: The Ritz-Carlton inspires life's most meaningful journeys.

mission: providing genuine care and exceptional products and service resulting in profit leadership.

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## SERVICE INDUSTRY

Service is the product.

EXPECTATION

EXPERIENCE

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2

What's your memorable experience with a hotel?



THE RITZ-CARLTON®

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## The Success of the Portman Ritz-Carlton (Shanghai)

In recent years, The Portman Ritz-Carlton has won award after award in recognition of its **successful formula**. For three consecutive times, it was named “**Best Employer in Asia**” by Hewitt Associates and “**Overall Best Business Hotel in Asia**” by Bloomberg TV. For the fifth time, it has been selected the “**Best Business Hotel in China**” by Business Asia magazine.



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**KEY PRINCIPLES OF RITZ-CARLTON SERVICE SUCCESS:**

**LEADERSHIP IN CUSTOMER SERVICE**

**EMPOWERMENT**

**COMMUNICATION**

**MOTIVATION**

**EXCELLENCE IN CUSTOMER SERVICE**

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# Great leadership in Customer Service

As a premium hotel whose utmost mission is to provide “genuine care and comfort to our guests,” The Portman Ritz-Carlton pledges to “provide the finest personal service and facilities to our guests who will always enjoy a warm, relaxed yet refined ambience.” And this objective can only be fulfilled by satisfied and engaged employees.



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