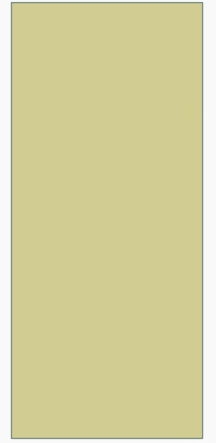


THE RELATIONSHIP BETWEEN  
EMPOWERMENT AND GUEST PERCEPTION  
IN THE CASE OF RITZ CARLTON ABAMA  
GOLF & SPA RESORT, TENERIFE



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# WHY RESEARCH THE TOPIC?

- Contemporary topic .
- To analyze why exists the misinterpretation of this particular tool “empowerment”, which Ritz Carlton company is relying in order to offer best quality services.

# AIM & OBJECTIVES

## **Aim:**

- The aim of this research is to understand customer's perception regarding employee's empowerment in the case of Ritz Carlton Abama Golf&Spa resort.

## **Objectives:**

- 1). To understand the role of empowerment in the quality service cycle in the case of Ritz Carlton Abama Golf&Spa resort Tenerife.
- 2). To investigate the link between guest satisfaction and employee empowerment, from the employee perspective in the case of Ritz Carlton Abama Golf&Spa resort Tenerife.
- 3). To establish potential breaches of empowerment by guests' point of view in the case of Ritz Carlton Abama Golf&Spa resort Tenerife.

# KEY LITERATURE

- Negativity theory (Carlsmith and Aronson, 1963).
- Balance Theory (Heider, 1958).
- Lunberg (2009)– classification of Herzberg's factors.
- Baltastan (2013) – psychological empowerment could affect commitment and behavior.

# BACKGROUND INFORMATION OF RESEARCH FOCUS

- Organization: Ritz Carlton Abama Golf & Spa resort
- Credo: Unshakable
- High level of accommodation – Gold Standards
- Location: Tenerife – Spain
- Provide genuine care and exceptional products
- People: Front Office employees/ supervisors and HR department employees / supervisors.

# METHODOLOGY

- 1. Aims and Objectives
- 2. Approach – Qualitative method (Ritchie and Lewis, 2013)
- 3. Sampling and Data Collection - Non random sampling methods; Purposive sampling and Snowball sampling in order to find suitable individuals.
  - 30 participants
  - In depth interview questions
  - For at least 20 minutes

# CREDIBILITY AND CONFIRMABILITY

- High involvement of the researcher shows subjectivity even if for this it was criticized (Patton, 2002).
- Make sure that findings are objective.
- The findings should be suggested by other researchers.

# DATA ANALYSIS

- Data collected can lead to problems (Bell, 2011).
- The process starts when the author is connecting the relevant information from interviews (Maxwell, 2005).
- The questions for employees in similar departments should be different.



# CHALLENGES

- Tenerife it is far away.
- The openness of the people.
- Information limit which can affect the research

# ISSUES TO DISCUSS

- Limitations: Is it ethical?
  - Level of truth
  - Main limitation of qualitative research: is its time consuming for collection and organizing data (Heinnink et al. 2011)
  - Could happen that the company would not allow participants to have the interview with the author.

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