

Teaching Business English and ESP: Hotel and Tourism English

HOTEL AND TOURISM SUCCESS

Use this practice to review basic descriptions of winning and keeping customers or guests.

1 Complete the strategy list by adding the right word from the box.

keep	offer	identify	handle	aim
	know	focus	create	pay

Guest-first Strategy

-¹ for top quality guest service.
-² entirely on guests' wants and needs.
-³ a good balance between rates and quality.
-⁴ attention to the competition.
-⁵ problems and complaints in favour of the guest.
-⁶ unique products and services.
-⁷ guest history.
-⁸ repeat business.
-⁹ elements that bring in new guests.
-¹⁰ a polite and professional attitude at all times.

2 Find words or phrases in exercise 1 that mean the same as:

- a prices
- b concentrate (2 possibilities)
- c others offering the same business
- d very special
- e customers coming back
- f plan on, intend
- g in support of
- h recognise and understand
- i basic points
- j a record or document with customer information
- k show
- l make
- m take care of/deal with

3 Finish these sentences using words or phrases from exercise 1 and 2.

- A Guests compare to get the best value for their money.
- B To sharpen our strategy, we must study the
- C If customers are dissatisfied, they expect us to the problem.
- D Returning guests or means people are happy with our products or services.
- E Our friendly manner we care about our guests.
- F We superior service for every customer.

4 Can you add any other points for your own Guest-first Strategy?

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5 Match the following concepts to the phrases to use with a guest or customer.

Concept		Guest-friendly phrases	
a	giving the customer a good price	1	Our travel agency offers unique holiday packages.
b	providing one-of-a-kind products	2	We offer attractive rates for our catering services.
c	dealing with difficulties to make the guest happy	3	Your satisfaction is key to our repeat business.
d	concentrating on customer requests	4	We make sure problems are solved to please our customers, not ourselves.
e	wanting guests to return	5	Our agents pay attention to every customer want and need.

6 Write 2-3 examples of concepts and phrases to use with your own guests or customers.

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