"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

-Sam Walton

Samuel Moore "Sam" Walton was an American businessman and entrepreneur born in Kingfisher, Oklahoma, best known for founding the retailers Walmart and Sam's Club.

Have students discuss what they believe Sam Walton meant by this statement.
Abraham Maslow was a psychologist who studied the needs that affect human behavior.
Maslow identified five levels of human needs and placed them in a pyramid.

Most hospitality businesses are able to fulfill guests’ basic physical and safety needs (the first two levels).

What are some examples of guests needs at the lower levels?

- Physical Needs – food, water, shelter, warmth and physical activity
- Safety and Security – protection from harm or injury and for security from threats
Many hospitality businesses also provide ways for guests to meet their needs for the higher level needs.

Can you think of some examples for the upper level needs?

- Sense of belonging – eating with friends at a restaurant, attending a conference and going to family functions
- Self-esteem – staying a luxury hotel, eating at a five-star restaurant and traveling to major destinations
- Self-actualization – traveling to foreign countries or taking educational tours
Hospitality businesses can also meet the higher levels of the hierarchy by providing guests with quality service.

Quality service is service that meets or exceeds customer satisfaction.
Hospitality Employees

• Employees who are focused on guest needs have these characteristics:
  • Address guests by name
  • Are well-groomed
  • Make eye contact
  • Have good posture
  • Respond quickly to requests
  • Smile

If guests have a great experience in a restaurant or hotel, they are more likely to return and become repeat customers.

They will also talk about this experience with their family and friends, thus increasing the business customer base.
Using a guest's name acknowledges their identity and boosts their self-esteem.
Many hospitality businesses have uniform guidelines that employees must follow.
Making eye contact with the guest lets them know that you are giving them your total attention.
Posture
• Should be relaxed, but alert
• Head up
• Face should look interested
• Project a positive attitude

Good posture is important to all employees.
Respond quickly

- Attitude should be positive
- Demonstrate willingness to help
- Response should be competent
- Show concern

Be sure to respond quickly when a guest has a question.
Smile

- Demonstrates:
  - An eagerness to help
  - Care and warmth
  - Friendliness
  - Respect
  - Also shows you enjoy your job!

All hospitality employees should have a smile as part of their uniform.
Click on image to view video:
Beauty and the Beast - Be Our Guest
Be Our Guest song from Beauty and the Beast
http://youtu.be/afzmwAKUppU
Questions?
References and Resources

Book:

Images:
- Microsoft Office Clip Art: Used with permission from Microsoft

Textbooks:

Websites:
- Texas A & M Agrilife Extension
  Online courses and programs
  For everyday people interested in learning more about a variety of topics
  https://extensiononline.tamu.edu/secure_index.php

YouTube™ video:
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