It’s All About Customer Service

TRAVEL AND TOURISM MANAGEMENT
Customer Service
The total customer experience with that business

“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. He is 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 travel and tourism 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 travel and tourism businesses also provide ways to meet the higher level needs of their guests.

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 at a luxury hotel, eating at a five-star restaurant and traveling to major destinations
- Self-actualization – traveling to foreign countries or taking educational tours

Travel and tourism 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.
Travel and Tourism Employees

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

If guests have a great experience in traveling on a tour, 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.
Guest’s Name

- Use the guest’s name whenever possible
- Guests feel important and welcome
- Are more likely to return

Using a guest’s name acknowledges their identity and boosts their self-esteem.
Many travel and tourism businesses have uniform guidelines that employees must follow.
Eye Contact

- A powerful act of communication
- Indicates a willingness to serve
- Shows interest

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.
Be sure to respond quickly when a guest has a question.
All travel and tourism employees should have a smile as part of their uniform.
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References and Resources

Book:

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Textbooks:

Website:
- 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

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