



# HOSPITALITY & TOURISM CLUSTER

## *cheat sheet*

EVENTS: HAM, HTDM, QSRM, REFS, TTDM

PRO TIP: HANDLE

CUSTOMER

COMPLAINTS BY

LISTENING,

APOLOGIZING, AND

SOLVING THE PROBLEM

QUICKLY.

### CORE SKILLS JUDGES LOOK FOR:

1. FRIENDLINESS & PROFESSIONALISM
2. CREATIVE WAYS TO IMPROVE THE GUEST EXPERIENCE
3. PROBLEM-SOLVING UNDER PRESSURE
4. CUSTOMER-FIRST MINDSET
5. REALISTIC, REVENUE-DRIVING SOLUTIONS

### QUICK TIPS FOR ROLEPLAY & PRESENTATIONS:

- SHOW WARMTH & ENTHUSIASM
- ALWAYS ASK, "HOW DOES THIS MAKE THE GUEST FEEL?"
- BE SOLUTION-ORIENTED (FIX THE ISSUE AND REASSURE THE CUSTOMER)
- TAILOR YOUR IDEAS TO SPECIFIC GUEST NEEDS

### TOP PERFORMANCE INDICATORS:

- DEMONSTRATE HOSPITALITY AND TOURISM CUSTOMER SERVICE SKILLS
- HANDLE DIFFERENT CUSTOMERS EFFECTIVELY
- EXPLAIN THE NATURE OF POSITIVE CUSTOMER RELATIONS
- PLAN STRATEGIES TO PROTECT COMPANY INFORMATION AND CUSTOMER PRIVACY
- DESCRIBE TECHNIQUES TO INCREASE GUEST LOYALTY AND RETENTION
- EXPLAIN THE IMPORTANCE OF SUSTAINABILITY PRACTICES IN HOSPITALITY AND TOURISM
- USE SUGGESTIVE SELLING AND UPSELLING TECHNIQUES TO INCREASE REVENUE
- HANDLE GUEST COMPLAINTS AND SERVICE RECOVERY STRATEGIES
- EXPLAIN THE IMPORTANCE OF CULTURAL SENSITIVITY AND DIVERSITY IN HOSPITALITY
- PLAN STRATEGIES TO ENHANCE THE GUEST EXPERIENCE

### WORDS TO KNOW AND USE:

- CUSTOMER LOYALTY—WHEN CUSTOMERS REPEATEDLY RETURN BECAUSE OF POSITIVE EXPERIENCES
- RETENTION RATE—THE PERCENTAGE OF CUSTOMERS WHO CONTINUE USING A BUSINESS OVER TIME
- VALUE-ADDED SERVICE—EXTRA PERKS OR BENEFITS THAT MAKE THE CUSTOMER'S EXPERIENCE BETTER
- BRAND STANDARDS—THE SET RULES A COMPANY FOLLOWS TO KEEP ITS SERVICE AND IMAGE CONSISTENT
- GUEST SATISFACTION—HOW HAPPY AND CONTENT GUESTS FEEL WITH THEIR EXPERIENCE
- SERVICE RECOVERY—THE ACTIONS A BUSINESS TAKES TO FIX PROBLEMS AND RESTORE CUSTOMER TRUST