

A must-read for all hospitality managers in every sector of the industry, this text serves as a step-by-step guide to providing quality customer service. This book provides 32 Application Interaction Exercises that takes the reader through every aspect of customer service—from assessing customer expectations, to creating a quality service environment, to maintaining quality service. The entire spectrum of the hospitality industry is discussed, including restaurants, hotels, clubs, theme parks, travel, and tourism. For hospitality managers, restaurant managers, club managers, theme park managers, and travel and tourism managers that want a step-by-step guide to providing quality customer service.

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