Total Quality Management (or TQM): a system of management that considers that every employee in the organization is responsible for keeping the highest standards of work in every aspect of the company's work in order to meet the needs of the customers
Oxford Business English Dictionary

loads of (n) a lot of
overall (adv) including everything or everyone; in total

Customer care

Quality standards



Many tourism organizations set 'quality standards' or 'performance standards' for their employees. Quality standards for checking out customers at a hotel might include the following.

- To smile and be courteous to the guest at all times.
- To use the guest's name when addressing him or her.
- To process a guest's closing account quickly and efficiently.
- To check all items are included in the bill and to agree them with the guest.
- To check the guest was happy with the service provided and, if not, to note any problems and pass them on to the management.

1 Look back at the reading on check-out procedures on p.104 and add one more quality standard.

2 Write three quality standards for greeting and checking in a guest at a hotel.

3 Choose another job in tourism – one that you might do in the future. Write three quality standards.

Reading

Unsolicited feedback

Hotels have mechanisms for getting feedback, but travellers sometimes put their opinions on websites. The opinions below are about a beach hotel in Minorca, Spain.

1 Work in pairs. Read the postings and summarize the feedback in the table by grading the opinions from 1 (very poor) to 5 (excellent).

Hotel feature \ Reviewer	1	2	3	4	5
Value for money					
Suitability for families					
Food					
Entertainment					
Staff					

2 Read the postings again and decide which
1 of the three postings is most positive
2 hotel features are criticized most strongly.

3 Make notes about any especially useful comments.

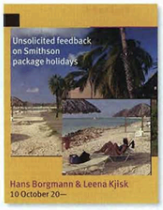
4 Work individually. Student A, go to p.115. Student B, go to p.116. Read the posting on your page. In your own words tell your partner what you found. Your partner will include it in the table.

1
We stayed at the Hotel Espiga D'Or in September with our four-year-old son and seven-year-old daughter. The hotel is right on the coast and 200 metres from the beach. The entertainment programme for children was superb. The staff were well-trained, creative, and energetic. The same staff also did the adult programme, which had a couple of really good shows. The only thing we found unpleasant was the smoking. Smoking is allowed in far too many places in our opinion! **Overall**, very good value for money.

2
We stayed at this hotel in September. When we booked, we knew it was really for families with young kids. Certainly the hotel was full of them while we were there, and they were quite noisy. But the hotel has a quiet adult pool area around the back, so if you like a bit of quiet sunbathing then that's the place to go. The food in the main restaurant was OK, though not much imagination went into it. We still had a good time and made some good friends. Oh, the staff – brilliant! And overall, excellent value for money.

Writing

Reporting to the manager



Unsolicited feedback like the comments in *Reading* is important to hotels and to resort managers.

1 Work with a partner. You were holiday reps together in the Hotel Espiga D'Or. You are going to prepare a report for your Resort Manager about what you found on the Internet. Decide
- what information you are going to put in the report
- how many different sections your report will have
- if you are going to use tables and bullet points
- who will be responsible for writing each section.

2 Go to p.52 in the Writing Bank if you want to see a similar report.

3 Work individually and write the sections that you are responsible for. When you have finished, give them to your partner for checking.

4 Work together and prepare the final version of the report.

3
My husband and I stayed at the Hotel Espiga D'Or for two weeks last August with our kids. We had a fantastic time. The food was great. We loved the local food, and there were the usual pizzas and burgers for the kids. The entertainment was also excellent. **Loads of** really imaginative kids stuff – the hotel is more for families than couples. But as parents, we made some really good friends and had some great laughs. And all the staff were very polite and friendly, and spoke excellent English. Overall, very good value for money.

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

- I can understand somebody talking about front office duties
- I can respond to common hotel guest problems effectively
- I can understand the check-out procedure in a training manual
- I can check a hotel guest out following standard procedures
- I can write a short report summarizing feedback on hotel services

Key words

Nouns	Verbs
account	check someone out
agency	deal with
bill	sign
check-out process	update
cleanliness	
complaint	
conformity	
credit	
customer satisfaction	
direct payment	
feedback	
foreign exchange	
item	
overbookings	
payment slip	
routine task	
signature	
value for money	

Next stop

1 Tourism is a very complex industry. Which area in tourism would you like to go into – tour operation, travel agency work, the hotel trade, or tourist information?

2 What opportunities will you have in your chosen area to progress into tourism management?

3 What would you tell your employers about yourself if they asked you to justify your place on a junior management course?