Guest Experience Cycle True or False

True or False

Indicate whether each statement is true or false by circling the appropriate letter.

1. The tool most commonly used to measure guest satisfaction is the Guest Service Measurement (GSM)
   a. True
   b. False

2. Guest diversity means that they are international travelers.
   a. True
   b. False

3. Change in diet or lack of knowledge about local cuisine is not typically something that makes infrequent travelers uncomfortable.
   a. True
   b. False

4. Guest service is an essential hard skill for anyone wishing to have a long and successful career in the hospitality and tourism industry.
   a. True
   b. False

5. Guest loyalty can be bought.
   a. True
   b. False

6. The goal of guest recovery is to create a win-win outcome for everyone.
   a. True
   b. False

7. When his/her experience is problem-free, a guest will be quick to share the details of the exceptional guest experience with family and friends.
   a. True
   b. False

8. Guest Service Measurements (GSMs), when conducted regularly with guests, will provide the information any business needs to make good decisions impacting the guest experience.
   a. True
   b. False

9. A high customer satisfaction means the property may elect to take no action and leave the experience as it is.
   a. True
   b. False

10. A benefit of allowing guests to rate their experiences is the ability to determine the value guests place on various services.
    a. True

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b. False

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