

## 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

b. False