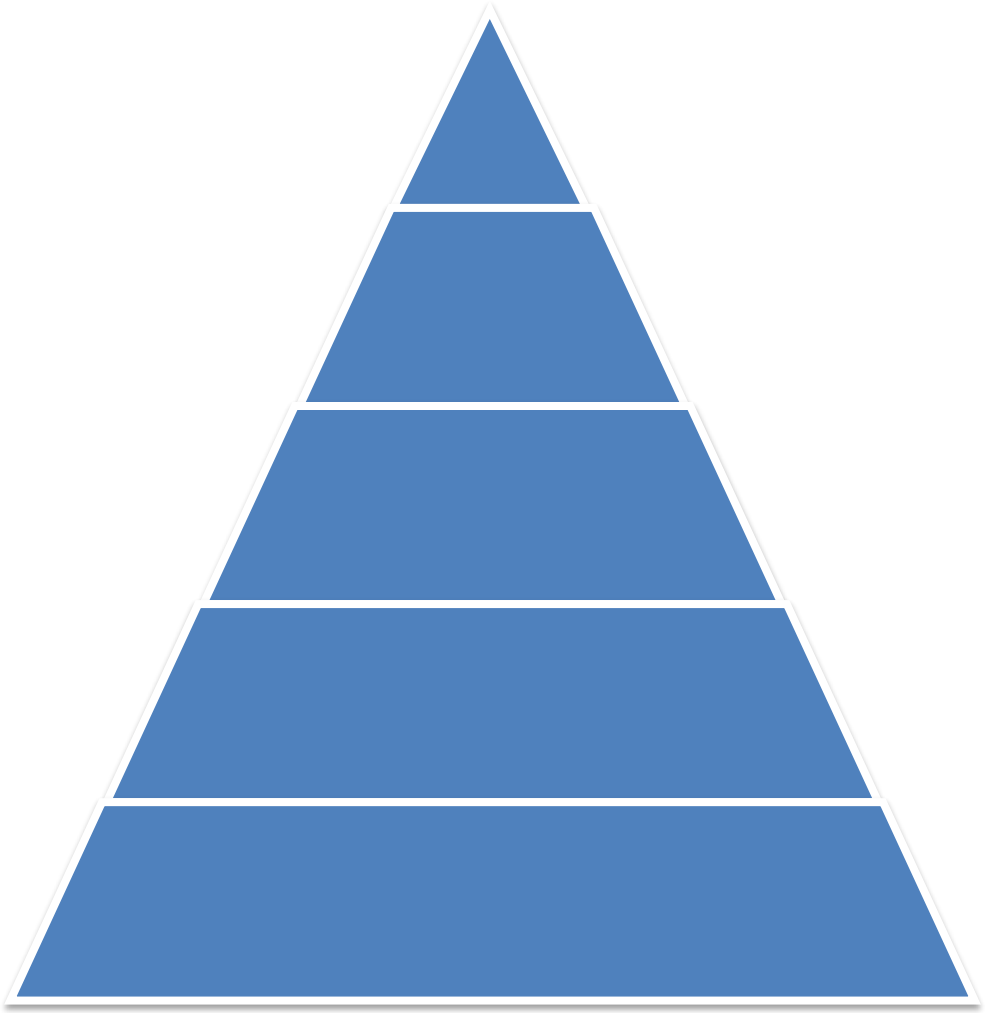
Name _____ Class _____ Date _____

Maslow's Hierarchy Review

Directions: **Fill in the below included pyramid with the appropriate human needs met at each level and provide an example of your personal hospitality and tourism needs at each level.**



How do Maslow's Hierarchy levels of human need relate to you as a customer?

_____

_____

_____

Name _____ Class _____ Date _____

Critical Moments Chart

Directions: A critical moment is a time when the customer's experience makes a bigger impact on customer satisfaction than at other times. For each below listed critical moment, provide an example of how a customer-focused employee could make a positive impact on the customer.

Critical Moment	Example
Phone Call	Answer the phone politely and be helpful.
Building Entrance	
Greeter	
Wait	
Table or Hotel Room	
Busser and Servers	
Manager	
Arrival of Food	
Restroom	
Check or Bill	
Goodbye	