

Mgt 357- Hospitality Management
Dr. Galbraith, Summer 2009
1st Week Assignment

During the next two days, go to a restaurant, movie, theater or nightclub, situation as a customer and evaluate the experience based upon the following questions:

- 1) **What was “good” about the experience?**
- 2) **What factors made it a “good” experience?**
- 3) **What was “bad” about the experience?**
- 4) **What factors made it a “bad” experience?**
- 5) **What could have been done to improve the experience?**
- 6) **Was the price fair and justified?**

Other questions to consider:

What “promises” are being made to the customer prior to the actual experience?

Were those promises met? Why, or why not?

What methods did the organization use to justify the “price” being charged?

What encouraged you to “purchase” or “try” the experience, or if a repeat customer , to come back this time?

Write up your observations (hand written notes OK, to be handed in next class period.
We will discuss your observations in class when we meet next.