

REASERCH PROJECT

E-portfolio for EN 202-03

EN 202-03, Northern Marianas College

Instructor: Bunts Anderson

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This pdf holds all the documents that made up the process of the researcher's semester project.

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How Important is Customer Service in a Hotel?

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EN 202 Section 03

Bunts Anderson

Northern Marianas College

Authors Notes: This research report was written for the English Composition class Section 3 instructed by Dr. Bunts Anderson. This report was written to help understand how important it is to provide good customer services in any business sectors especially in a hotel where tourism is the main drive for the Commonwealth of the Northern Marianas Island.

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Abstract

A Northern Marianas College student, had conducted a semester long research paper based on the importance of customer service or in this case, guest service in a hotel. Businesses are those who provide products and services to customers who wish to purchase and experience them. For a business product to sell, owners must have customers. Customers are the key figure that will allow a company to exist and last long enough. Thus, for a business to retain customers and revenues, earned they have to treat their guest with respect and to be able to connect with them. Customer service is such a service that will allow to retain customers as well as revenues, especially in a hotel. It is a service that is considered to be very important in maintaining guest's relations for it is what brings the trust, reputation, and revenue of a hotel. With guests, a hotel would be able to last in the business market. Thus, with research done by the writer both made through articles and the writer's methods, it will truly show just how important it is to have good service in any business especially at a hotel.

Introduction

A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do –.Mahatma Gandhi.

Gandhi had stated that a customer is the most important figure in the business world. The key for a business to exist. The reason why big businesses like Marriott Hotel or Microsoft are known all around the world. They are the reason why small islands like the Commonwealth of the Northern Marianas Island bring a lot of tourists. Guest service is one of the factors that make this happen. Services allows anyone to have a good image of a business and the benefits that it will bring. Through literature articles and methodologies collected and conducted by the student researcher, the benefits; trust, reputation, and revenues that guest services bring will allow anyone to understand exactly how important it is in business sectors especially hotels.

Hotels are the number one ideal place for a tourist touring the city or the islands to stay and relax. Hotels are considered to be the “ambassadors,” the place that connects the tourists with the city or the island. They could very well be the representative of the island. Thus, with hotels representing the islands, proving the best guests service is important. Customer service is

the process to guarantee that customer satisfaction will be met with either the product or the services that businesses provide. These services are often provided during or after the transactions. Guest service representatives are the bridges that bring customers and business together. They are the ones who would represent the company. The ones who would mostly interact with customers face to face or with a call. As a representative of the hotel, it is important that they have the skill and the ability to provide the best service, for every action and words they do or say represents their company. Providing inadequate post, mid, or after-sale services may result in a backlash with reputations, revenues on the line. And so, it is important that employees or anyone to know the importance of guest service to exercise caution and apply the knowledge in their everyday work.

There are articles that have stated that providing a good service is the key for a business to be competitive in the market. The benefits that these articles provide are all the same stating that good service will bring in more trust, reputation, and revenue. A guest representative, who is able satisfy the needs and wants of their guest will be able to obtain their trust. A trust is the key for a loyal customer because with loyal customers, regulars will appear in the company. With regulars, they would be able to spread the words of the good aspects of the company which may bring in more customers around the world. Reputation is important to any businesses for most businesses rely on reputation to attract more customers which in turn allow their revenues to rise.

Literature review

Articles relating to a topic chosen by a student writer can be found through international, national, pacific, and local written articles. In the case of this study, such articles can only be found through national, international written articles and a scarce number of local articles.

Reasons include that there is not enough coverage regarding the study of the customer service in the hotels and resorts in the small island of Saipan or the whole Commonwealth of the Northern Marianas Islands. As such, the student writer can only use information from international and national written articles to fully support her chosen topic. Regarding the articles that the writer had found through international and national written articles, all information that were provided, supports that the importance of good service can be seen through the benefits that it bring in business.

Perspective wise, the articles are not subjective in regards to the benefits that all articles are not biased. However, the local articles relating to the customer service found by the writer, are based on the opinion regarding an expert's observation. The information stated both the international and national articles clearly stated facts with solid evidence through each of the author's own gathered observation data. Gandolfo Dominici's "Customer Satisfaction in the Hotel Industry: A case study in Sicily," specifically discusses the importance of maintaining and obtaining customer satisfaction through good service. He and his team have evaluated the satisfaction level for all guests in the hotel as well as the services that were given. The result was that services that can meet the needs of the guests was able to bring in most satisfaction from the guests. These studies show that quality service will obtain guest satisfaction which in turn earns their trust in the company.

On the other hand, a locally written article is purely based on the observation of an expert. Junhan B. Todino's "Saipan has great customer service, says expert," Jim Arenosvki, the expert, have expressed that the people of the island are all friendly and very engaging. Arenosvki have also mentioned that the hotel staff have also provided good guest services, however training them is quite lacking. He has suggested that "Although, hotels on Saipan already have great

customer service, they should continue providing customer service training for their staff” (Todino, 2016). Although, such statement was uttered, there was no evidence that was provided that showed the reason why hotels should “continue providing customer service training for their staff” (Todino, 2016). All in all, this local article does not provide enough information that will help the student writer in writing her paper as oppose to Dominici’s article.

To summarize, the former article mentioned previously, was able to provide a sufficient amount of information. With the article’s data, it helped the writer further understanding the relationship between the satisfaction earned through good services. However, the latter article that was mentioned does not offer adequate information that helped the writer in regards to her topic. However, such information was not enough, the content itself could be considered regarding the customer service here in Saipan. The statement made by Avenoski, although lacking any evidence, clearly shows that the services provided by the hotels in Saipan are great and it is enough to show that with good customer service, guests will be able to relax and enjoy their stay here in Saipan.

Research Questions

Before all essays were written, the student writer was given an activity where she was to list three topics of interest and choose one. Ones the topic have chosen ‘How important is customer service in a hotel?’ she was to write research questions that may aid her in understand and finding more information regarding her chosen topic. Such questions include;

“How Important is Customer Service in a Hotel?”

“What other ways than providing a good service can do for a business?”

“How do they keep their customers happy.”

“Should there be a limit in providing customer service?”

These questions can be collected by the student writer’s information through surveys, interviews, and observations with her own experiences.

Methodology

To find the answers to these questions, the writer had decided to conduct her own research method to collect her information. The first method she used was a survey using a platform called survey monkey. There were two different types of surveys she has done; a pilot survey and a final survey (See Appendix A). Both surveys had 10 questions that participants can answer to and with the final survey had all the finalized questions. The final survey has a total of 21 respondents ranging from the young adults of 19 and mid-20’s of 24 and up. Most respondents were female with few males’ respondents. The respondents were of college students in Northern Marianas College with some of them have jobs that deal with customer services (see Appendix A).

The second method that the writer conducted were the interviews. She was able to conduct 4 different interviews from professionals and students alike. She was able to interview 2 students from NMC on the 11th of November, 2019. One participant, Mark, works at a restaurant as a waiter (See Appendix C) and Su A Kim, a tutor at NMC (See Appendix D). The questions that were asked were of their opinions and experiences with services provided by a hotel (See Appendix C & D). Two local experts were interviewed via email; Dr. Zhang Yunzi a professor and an advisor for Hospitality Management and an old instructor of the American Hotel & Lodging Association. Most of the questions were asked were based on their opinions relating

customer service for instance, “In your opinion, would it be better to focus on customer relationship rather than having a company focus on a pricing strategy?” and many others (See Appendix D & E).

Lastly, an observation was conducted on the 19th of November, 2019 from 8:30 am until 10:00 am at Kanoa Resort. The writer has observed how the hotel staff interacted with their guests in the hotel. And for the writer it was hard to determine, due to the lack of tourists on the lobby and few interactions were happening. However, the writer was able to find one interaction with one guest looking at a menu in the Isla Café without anyone manning the café. A hotel staff noticed and instantly offered her help. Another instance was the fast service that the writer experienced in the same day without having to ask. The hotel staff have offered ice-cold water the instant the writer had sat on one of the tables. In summary, hotel staffs in this hotel are prompt and responsible and know what their guests want. This small interaction has proven that services are a type of service where employees try to meet what the guests need and what they want without having the guest ask for it. It is to be expected.

Analysis and findings

The first thing that the writer had analyzed was the survey. The survey has different age responses as well as different occupations. Some of the respondents were college students with no experience at work and some of them have a job relating to customer services. The writer has found that there is some difference in reply with those who have experienced customer services because the answers were more in-depth. For instance, for question 2 (See Appendix A) what a college student would say is ““The treatment and toleration of clients and customers,” as oppose to those respondents with more experience would say “The act of taking care of the customer’s

needs by providing and delivering professional, helpful, high-quality service and assistance before, during, and after the customer's requirements are met" (See Appendix B). This shows that although customer service is known, there is still a difference in what was experienced. This idea, have made the writer believed that surveys made catered to those who have jobs relating to services are more preferable than student survey. The survey has somewhat shown that customer service is important to any business sector especially to hotel guests, as 15 of the respondents have chosen that trust between the hotel and the company will help benefit the hotel followed by customer loyalty (See Appendix B).

As for the survey questions 3-5 (See Appendix A) as well as the interviews (See Appendix C-E) conducted, the respondents have suggested that although services are good there are times where the service wasn't that good. One of the interviewed students, Miss Kim, has said that when she was making a reservation with Fiesta Resort and they have confirmed her reservations and ones she arrived they have told her that her name was not in the reserved list. The hotel staff have just given her a table without addressing the issue and finding out what the problem was. The writer has also followed up with the question "How did it make you feel or think?" Miss Kim has said that it made her rethink Fiesta Resort's reputation (See Appendix D). It made her question whether their staff treats their guests like that. This proves that providing bad service will question the trust that the guest has with that hotel as it was suggested that "trust" is one of the benefits that a good service will bring to the hotel.

One interesting finding that the writer has found was a local article, "Saipan has great customer service, says expert," written by Junhan B. Todino. Just as it was mentioned in the literature review, an expert has stated that the customer services were really good although the expert has suggested to "continue providing customer service training for their staff" (Todino,

2016). This could indicate that although the services provided by the hotels on Saipan are very good, some improvements that could still be made. Such improvements include the training of their staff to properly handle difficult request in a more professional way. Only then will guests feel like that they are treated very good.

Discussion

During the research, the student-writer had found one important finding that although customer service is beneficial, there is a limit to how a hotel should invest. Dr. Zhang had stated that, “There should be a limit on a company's investment in customer service” for “a small business does not have enough funding for service training, and may not pay much attention to it.” She has also stated that “a multinational company always invests heavily in customer service, either through employee training, technological innovation and other strategies that make customer experiences more enjoyable” thus Dr. Zhang had meant that “the limit is based on the capacity of a specific company” (See Appendix E). Many would think that with the benefits of providing good customer service there should be a huge focus on this subject. However, as Dr. Zhang mentioned, there is a limit in how much one should spend in providing services when a company does not have the resource to execute it. On the other hand, if a company does have the capital to invest in providing the best service then there may not have any limit to offer guests the best service they could experience.

Future Plans

This may be distributed through a portfolio that the student-writer and a couple of her classmates would use and turn in using “weebly.com.” A platform where students of the same class and other classes can read the work of others. Another possible way that the writer may

distribute the results can be done through presentations. Presenting the results to an audience and sharing the process, and a change of plan that may have occurred during the time frame may allow anyone to obtain more knowledge regarding the topic.

Conclusion

In conclusion, the research done by the writer through articles and her methodology, providing good services is important for a business to remain in the market. The benefits that providing the best service would bring, in a hotel are outstanding. However, if bad services were to be offered, there would be a huge impact resulting in major losses. And so, knowing the importance of customer service and taking caution not to underestimate it, will allow any businesses or hotels to not fall.

Reference

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Appendix

Appendix A: Survey questions

Q1: Demographic Data.

Q2: How would you define customer service?

Q3: Have you stayed or at least visited either Kanoa Resort or Hyatt Regency Hotel? If so, please state which hotel you stayed at and rate their customer service.

Q4: If you stayed at another hotel within the CNMI, please state the name of the hotel and rate their customer service.

Q5: Do you think the hotel that you had stayed in should improve their service? Why or Why not?

Q6: Have you experienced any bad customer service from the hotel you visited? If so, how did it make you feel and what did you do? (Would you still visit? or still suggest it to a friend) For those who said no, please take it as a scenario and elaborate what you would do if you experienced a bad service.

Q7: What are some of the benefits do you believe that good customer service would bring to the hotel industry? Please select all that apply.

Q8: How do you think a bad customer service affect a hotel? Explain your answer.

Q9: Do you think that for a hotel employee to care for his or her guests, the hotel should treat their employees well? Why or Why not?

Q10: Do you agree that providing the best customer service is important?

Appendix B Survey question answers

Q1: Demographic Data.

Respondents: 21 students

Gender: 15 Female; 6 Males

Age: 18-19 & 20-24 yrs old

Occupation: Waitstaff, Server, and Unemployed

Q2: How would you define customer service?

Student	Experienced
<p>“The treatment and toleration of clients and customers.”- Student</p>	<p>“the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.”-Sales Representative</p>
<p>“Helpful person to assist customers with their needs.” -Student</p>	<p>“Trying to give customers the best service, i.e. not giving them a harder time than they already have and helping them to the best or</p>

	even more than what is expected.” -Program Assitant
“It is an important service for tourism which provides assistance to customers.”-Student	“Customer Service is a type of service that involves taking care of someone in a particular place that involves the selling of something.” -Server

Q3: Have you stayed or at least visited either Kanoa Resort or Hyatt Regency Hotel? If so, please state which hotel you stayed at and rate their customer service.

Total Rating of 4.2. “I hadn’t stayed at any hotels but I got to visit most of them such as: PIC, Kanoa Resort, World Resort, Grand Vrios, and Hyatt. So far they all provide great services. They were very friendly and their service wasn’t slow or anything. In my opinion, Hyatt would be one of the best I experienced.”

Q4: If you stayed at another hotel within the CNMI, please state the name of the hotel and rate their customer service.

Total Rating of 3.9. “World resort. I felt like the place was filthy.” “Aquarius Beach Hotel. The room was clean and taken care of. All things worked in there.”

Q5: Do you think the hotel that you had stayed in should improve their service? Why or Why not?

“Even though most hotels do provide good service, it would be even greater for them to offer better services. That increases the chance of having more tourists to book in hotels in the CNMI.”

“yes, people always have room for improvement.”

Q6: Have you experienced any bad customer service from the hotel you visited? If so, how did it make you feel and what did you do? (Would you still visit? or still suggest it to a friend) For those who said no, please take it as a scenario and elaborate what you would do if you experienced a bad service.

“If I were to have bad service in a certain place then I would not go back because in the future it will probably still be the same regardless.”

Q7: What are some of the benefits do you believe that good customer service would bring to the hotel industry? Please select all that apply.

Customer Loyalty: 13

Trust: 15

Just the amount of exposure: 7

Moderate amount of visit: 9

Empathy: 10

Loyal Employee: 9

Rise in Revenue: 9

Q8: How do you think a bad customer service affect a hotel? Explain your answer.

“It increases the chance of spreading negative word of mouth stories to people around the island, and also in a tourist’s home country.”

Q9: Do you think that for a hotel employee to care for his or her guests, the hotel should treat their employees well? Why or Why not?

“Yes because employees want to feel that they are a important to the company. Happy employees will provide excellent service. If an employee is not being treated well, it will bring the quality service down.”

Q10: Do you agree that providing the best customer service is important?

20 responded Yes and 1 person skipped it.

Appendix C:

Mark; NMC Student and a Restaurant Employee

Question: Would you provide better service after reading this paper?

Answer: “I will”

Appendix D:

Su a Kim; NMC student and a tutor

Question: Have you experienced any bad service that made you rethink their reputation?

How did it make you feel or think?”\

Answer: “It made me question their reputation.”

Appendix E:

Dr. Zhang Yunzi; NMC professor and advisor for AA Hospitality Management

Questions:

1. In your opinion, other than customer loyalty and profit what are other ways that a good customer service can do for a business?

2. In your opinion, would it be better to focus on guest relationship rather than having a company focus on a pricing strategy?

3. In your opinion should there be a limit on how much customer service are provided?

“There should be a limit on a company's investment in customer service. A small business does not have enough funding for service training, and may not pay much attention to it. On the other hand, a multinational company always invests heavily in customer service, either through employee training, technological innovation and other strategies that make customer experiences more enjoyable. The limit is based on the capacity of a specific company. Although everyone wants to provide the best customer service, superb service does come with a price. So companies should develop customer service considering their own situations, instead of mimicking others.”

4. In your opinion, how important is the tourism industry of the CNMI?

Appendix F:

Tyce Mister; General Manager of Gold's Gym and previous instructor of American Hotel & Lodging Association.

Questions:

1. In your opinion, other than guest loyalty and profit what are other ways that a good guest service can do for a business?
2. In your opinion, would it be better to focus on guest relationship rather than having a company focus on a pricing strategy?
3. In your opinion should there be a limit on how much guest service are provided?
4. If it is possible, would it be possible to share some of your experiences?

Original Brainstorm

Three topics:

1. How important is customer service in a hotel?
2. Will learning a new language improve your memory?
3. Will learning a new language help improve customer service?

Topic that is of interest and related to the CNMI.

How information is obtained: Credible articles and using one's own method ie. Survey, interview, observation.

Brainstorm and Outline for other essays

Read Chapter 1 - p. 42

1) Identify what type of research question you are asking for your project.

- The type of research question I am asking for my project is based on its value. How important is customer service in a hotel in the CNMI?

2. Submit your brainstorm for the Process Essay

3. Submit an outline for your process essay. Write out a full general thesis that is catchy at the top of the introduction and a detailed thesis statement at the end of the introduction. (Go back and review how to write academic essays slide show if needed)

Brainstorm for the Process Essay

How I would write my process essay: Methodology

3 ways to collect my own data:

1. Conduct an email/face to face interview to experts

- General Managers for both Kanoa Resort and Hyatt Regency Hotel
- Advisor for the Hospitality Management, Dr. Yunzi Zhang
- Previous instructor for AHLIE, Mr. Tyce Mister
- I found a site where I can contact experts in the field of Hospitality industry

2. NMC Student surveys

- Survey Monkey would be used as the platform. Questions will be based on customer service. Will ask 20-50 students.

3. Observation

- Will email the general managers for both hotels and ask permission to observe in their hotel. Location: Somewhere in the lobby
- Will observe how the employees act and serve guests
- Ask permission if it is possible to interview their employee, preferably in the front desk and perhaps the housekeepers and waitresses if possible.
- If possible interview some of the tourist about their experience.

Outline for the Process Essay

I. Introduction

- a. A war is not won without preparations. The general of an army must strategize the step by step plan to conquer and bring victory and glory to the kingdom.

Similarly, research papers require such meticulous planning, for a paper without it

is but a mess in a mud. The process of obtaining materials must be organized and describe in detail each of the process, one by one. Thus, this paper is written to allow readers to follow through how would the writer obtain her information in an organized and detailed matter.

II. Email or face to face interview

- a. Experts: Email the General Managers and Mr. Tyce Mister.
- b. Experts: Face to face interview with Dr. Zhang.
- c. Connect with experts online through a site.

III. NMC Student Survey

- a. Survey monkey will be used as a electronic platform to collect data.
- b. A total of 20-30students will be asked to obtain their own opinion.

IV. Observation

- a. Email general managers for both hotel a permission to observe.
- b. Once permission is obtained, the observation based on how employee provide service to their guests. Take notes.
- c. Obtain permission to interview employees if possible.
- d. Interview a tourist based on their experience if possible.

V. Conclusion

- a. In conclusion, a well strategized paper through order in which information's are to be collected is vital to have an easy to read paper.

Brainstorms and Outlines

Literature review

- Intro: general information about the topic.
- Use a quote as an opening, but related to the topic.
- Talk about the types of literature that can be found what will be done throughout the paper.

1st paragraph

- Will about the international or national article.
- Talk about a couple of articles; perspectives and how it relates

2nd paragraph

- Pacific/Local articles
- Newspapers related to topic
- If can't find any related article then find articles in pacific articles

3rd Paragraph

- What can be found

4th paragraph

- Compare and contrast two articles that would be mentioned

5th paragraph

- Conclusion of everything.

Outline

Introduction;

- **Intro. quote:** “The handful of companies that respond promptly and accurately to customer emails increase trust in their brand, bolster customer satisfaction, and boost sales both online and offline.” Quote that will be used.
- **Statement:** Through articles both international/national and pacific/local will allow one to understand the value of good service and the relation it has on the project as well as comparing and contrasting at least two case study will allow a more detailed analysis

1st paragraph

- **Starting sentence:** Articles relating to customer service can be found both internationally and nationally depending of what is being searched.
- **Literature:** “What is customer service?” by Sierra clarity. Talk about it

2nd paragraph

- **Starting sentence:** Similarly, material found in pacific articles or locally can bring in more information regarding the importance of customer service.

- **Literature:** “Saipan has great customer service, says expert,” written by Junhan B. Todino

3rd paragraph

- **Starting sentence:** Consequently, knowing what kind of perspective an article has, whether internationally or locally, can help in differentiating between articles.

4th paragraph

- **Starting sentence:** Now comparing and contrasting two different case study based on the topic chosen by the student writer can aid her in figuring out whether the article she had found could be used as a reference point.
- **Literature:** “What is customer service?” by Sierra claridy. “Saipan has great customer service, says expert,” written by Junhan B. Todino

Conclusion

Summary

Brainstorm and Outline

Literature

- Summary of all articles used and talk about at least two articles

Write the research questions

- Will about the international or national article.
- Talk about a couple of articles; perspectives and how it relates

Methodology

- Pacific/Local articles
- Newspapers related to topic
- If can't find any related article then find articles in pacific articles

Analysis

- Analyze the materials connected and talk about what was found

Discussion

- Talk about how it is relevant

Conclusion

- Conclusion of everything.

Outline

Title cover: Heading, title of the topic, name, section, authors note and instructor in first page.

Table of contents

Introduction;

- A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do –.Mahatma Gandhi.
- **General.** Services allows anyone to have a good image of a business and the benefits that it will bring.
- **Thesis.** The importance of providing good service before and after sales can be seen through the benefits that it brings to the business through literature reviews and through methodology.

Literature Review

- **Starting sentence:** Articles relating to the topic chosen by the student writer can be found both internationally and nationally

Research questions

- “How Important is Customer Service in a Hotel?”
- “What other ways that providing a good service can do for a business?”
- “How do they keep their customers happy.”

Methodolgy

- Three ways to obtain materials/information

Analysis

- Analyzing the survey about how many responses was collected and compare and contrast responses. As well as interviews that was done and experience.

Discussion

- How it is important

What will be done in the future

- Continue to see/observe customer service

Conclusion: Summary. Reference and Appendix

List of Articles used/found

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READING LIST

Note Taking Sheet: Reading # 1 (academic: text book)

Course Name: English Composition

Section: 3

Directions: Fill in the information below, and keep with all of your resources. This will help you when it is time to write both your outline, paper, and annotated bibliography.

1. Author's Name: Bruce Ballenger

2. Author's Credentials (Boise State University)

3. Publisher [or title of organization]: Pearson Education, Inc.

4. Heading of Section [title of reading]: Pg. 88, Pg. 89-90, Pg. 109 – 111, Pg. 76 5. Year Written: 6. Pages:

7. Website URL: N/A

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> • An alternative way to interview via online: E-Mail Interview pg. 88 • How to conduct yourself through email. Pg. 88 • How to obtain information through informal survey? Pg. 89 	<ul style="list-style-type: none"> • “The internet opens up to new possibilities for interviews; increasingly, experts (as well as nonexperts interested in certain subjects) are accessible through e-mail and even Facebook.” Pg.88 	<ul style="list-style-type: none"> • Knowing just a bit of information regarding your expert for your topic, you can easily make contact through them especially when they are off island. • Searching for an expert off island through grate lengths would require a 	<ul style="list-style-type: none"> • It is relevant because this will allow me to make contact with more than just the expert on the island. • It is relevant to act courteously and respectfully while explaining the purpose of the message will prevent a misunderstanding, especially when you

	<ul style="list-style-type: none"> • “One of the Internet’s haunting issues is its potential to violate privacy.” Pg. 88 • “Rather, you’ll present specific, concrete information about some patterns in your survey group, perhaps, use some of your finding to help support your assertions.” Pg. 90 	<p>respectful approach. Because is the expert were to suddenly received an email from a stranger, you won’t be trusted.</p> <ul style="list-style-type: none"> • Using open-ended questions, multiple questions, and avoiding loaded question and vague question will allow you to obtain more information. 	<p>don’t know each other.</p> <ul style="list-style-type: none"> • It is relevant because as the book mentioned, it will allow me to see the pattern and understand my topic more. I also used the open-ended questions, multiple questions as well as rating questions.
<p>Main Ideas/Points</p>	<p>Important Quotations</p>	<p>Supporting Details</p>	<p>Relevance to Your Assignment</p>
<ul style="list-style-type: none"> • How to properly take notes. Pg 109 	<ul style="list-style-type: none"> • “One useful, if somewhat crude, way of 	<ul style="list-style-type: none"> • Paraphrasing doesn’t necessarily mean 	<ul style="list-style-type: none"> • This is relevant because one of the places we can get

	<p>describing how a writer might take possession of the information she gathers is in terms of three approaches you've no doubt heard of before: paraphrase, summary, and quotation." Pg. 111</p>	<p>to use your own words when quoting someone but to think, make sense of what is being said and phrase it in your own. Summary on the other hand is well a summary. A concise paragraph with the idea or reasoning of the topic without it being too informative and messy. Lastly, quotation, it is best to quote lines that have deeper meanings that you can't paraphrase or lines that have impact and cannot be paraphrase.</p>	<p>information are through literature i.e Books, online academic and non-academic articles.</p>
<ul style="list-style-type: none"> Finding results in a database and online. Pg 76 	<ul style="list-style-type: none"> "There are two kinds of article databases at your library: general database that cover multiple disciplines and specialized databases that are discipline specific." Pg. 76 	<ul style="list-style-type: none"> General databases are more on the broad side without any division base genre quite different from a specific database where a certain topic would be zeroed in without other information unrelated to the topic. 	<ul style="list-style-type: none"> It is relevant because knowing exactly what kind of database to use in order to find the right information is essential to finding information in a school online library.

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In this article, is it possible that any of the authors might have a bias about the subject matter? No, provide examples if needed. All information stated in the books are facts and no bias because each information are used and tested. Everything is stated as is.

Is the article timely or a bit outdated ? It is timely because every information can still be used without having to look for an updated version.

Was it published in a reputable source? YES

It is not an academic source. YES

Other important information : The book, Curious Researcher, is wildly know and used as a classroom textbook to aid students in writing information without any falls information.

Note Taking Sheet: Reading # 2 (non-academic)**Course Name:** English Composition 2**Section:** 3

Directions: Fill in the information below, and keep with all of your resources. This will help you when it is time to write both your outline, paper, and annotated bibliography.

1. Author's Name: Catherine Lovering

2. Author's Credentials: Lovering holds a B.A. (political science), LL.B. (law) and LL.L. (civil law).

3. Publisher [or title of organization]: Hearst Newspaper

4. Heading of Section [title of reading]: 5. Year Written: 6. Pages:

7. Website URL: <https://work.chron.com/importance-quality-customer-service-workplace-3106.html>

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> The importance of quality customer service. "Customers are brand ambassadors." Lovering 	<ul style="list-style-type: none"> "Business do not exist without customers." Lovering "Clients talk about their experiences with companies, both positive and negative." Lovering 	<ul style="list-style-type: none"> Customer is needed for a company to exist without them then there is no company. They bring revenue to a company. Customers who are satisfied with the service that they are provided will talk about it to other people. 	<ul style="list-style-type: none"> It is relevant because my topic is based on the customer service. It is relevant because is it related to my topic and it would be something I would mention in my paper.

		So, customers whose needs are met would express it through sharing their experience to more people which brings in more business.	
Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Customer are loyal to the brand they like. 	<ul style="list-style-type: none"> “When clients spend money, they are likely to return to a business they know and with which they have a positive association.” Lovering 	<ul style="list-style-type: none"> Training their employees, especially those who work in the front-desk, on how to properly treat their customers or guests will allow them to stick with their brand and not change their preference. 	<ul style="list-style-type: none"> It is relevant because it is still related to my topic and it is was of the benefits of good service.
<ul style="list-style-type: none"> How good service is a competitive advantage 	<ul style="list-style-type: none"> “Small businesses have fewer 	<ul style="list-style-type: none"> Even though a small businesses’ 	<ul style="list-style-type: none"> Both are relevant to my topic because it

<p>in the market for small businesses.</p> <ul style="list-style-type: none"> • “Customers Tell You What They Want.” Lovering 	<p>opportunities to provide value to customers compared to large-scale organizations that can offer cheaper prices based on volume and a larger selection of goods.” Lovering</p> <ul style="list-style-type: none"> • “Your clients will tell you directly what they want.” Lovering 	<p>competition is a hotel bigger than them, it won’t be much of a competition if their service is not that great. Good service leads to more customers which leads to more revenues.</p> <ul style="list-style-type: none"> • Using their complaints a guide to improve will help your company better. 	<p>falls under the benefits of good service.</p>
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In this article, is it possible that any of the authors might have a bias about the subject matter? No provide examples if needed. Facts are given

Is the article timely or a bit outdated ? No date was given but the information is a fact.

Was it published in a reputable source? I believe so

It is not an academic source. No, its non-academic

Other important information: This article is important when explaining the relationships through good service.

Note Taking Sheet: Reading # 3 (non-academic)**Course Name:** English Composition 2**Section:** 3

Directions: Fill in the information below, and keep with all of your resources. This will help you when it is time to write both your outline, paper, and annotated bibliography.

1. **Author's Name:** Elizabeth Ballou

2. **Author's Credentials:** content developer and marketer at Clutch, a B2B research and reviews firm,

3. **Publisher [or title of organization]:** Business 2 Community

4. **Heading of Section [title of reading]:** 5. **Year Written:** 6. **Pages:**

7. **Website URL:** <https://www.business2community.com/author/elizabeth-ballou>

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Live Answering Services 	<ul style="list-style-type: none"> “An answering service is a company that specializes in handling live phone calls.” Ballou 	<ul style="list-style-type: none"> Answering service would really help a business when a customer have made a complaint but the owner of the company weren't able to aid the customer. But of course, they have to have 	<ul style="list-style-type: none"> All ideas/points are relevant to my topic because it helps me understand that there are other ways to provide a customer service other

		<p>patience, clarity of speech, kindness and quick service as well as quick solutions.</p>	<p>than face to face.</p>
Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Interactive Voice Response Representative 	<ul style="list-style-type: none"> “An interactive voice response representative, or IVR representative, is a form of artificial intelligence that can direct callers to the information they want.” Ballou 	<ul style="list-style-type: none"> Having an IVR to handle customer complaint will not waste the company’s time in trying to sort out information for a certain problem stated by a customer, everything would be in order. 	<ul style="list-style-type: none"> All ideas/points are relevant to my topic because it helps me understand that there are other ways to provide a customer service other than face to face.

<ul style="list-style-type: none"> • Live Chat Support • Email Customer Service 	<ul style="list-style-type: none"> • “Have you ever opened a website and seen a chat window pop up with a message like, “Hi! My name is Mike. Let me know if you have any trouble picking out the product that’s right for you”? If so, you’ve seen customer support chat in action.” Ballou • “Email support makes use of one of the most popular, reliable communication platforms: email. “ Ballou 	<ul style="list-style-type: none"> • This will allow users of a website to instantly connect with customer service without having to wait and be put on hold. This will allow a prompt response. • Providing customer service through email is one of the most popular way to address or inquire about something, especially if both parties are far away or busy. 	<ul style="list-style-type: none"> • It is relevant because a prompt response and a solution will help give an image to the customer that the company can be trusted and efficient. • It is relevant because it is similar when conducting an email interview and trying to find that experts.

In this article, is it possible that any of the authors might have a bias about the subject matter? No provide examples if needed.

Is the article timely or a bit outdated? Yes, it was published on January 19, 2018

Was it published in a reputable source? I believe so

It is not an academic source. No, it is a non-academic source

Other important information: The website where the article was found have other articles relating to business, that may help me in finding information.

Note Taking Sheet: Reading # 4 (academic)**Course Name:** English Composition 2**Section:** 3

Directions: Fill in the information below, and keep with all of your resources. This will help you when it is time to write both your outline, paper, and annotated bibliography.

1. Author's Name: Sierra Claridy

2. Author's Credentials: HRM Department, University of Maryland Eastern Shore

3. Publisher [or title of organization]: Consortium Journal of Hospitality & Tourism, HPBCU-HM Consortium.

4. Heading of Section [title of reading]: 5. Year Written: 6. Pages:

7. Website

URL: <http://search.ebscohost.com/login.aspx?direct=true&db=hjh&AN=43417957&site=ehost-live>

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> • “What is excellent service?” 	<ul style="list-style-type: none"> • “Excellent customer service is not only just the service you provide, but it is also giving your customers and your guests the chance to make their feelings known.” Claridy 	<ul style="list-style-type: none"> • Going to great lengths to provided customer/guests will bring you their appreciation and care. This will also make them see and understand that 	<ul style="list-style-type: none"> • It is relevant because it just shows that there are more than just providing customers/guests their needs but also allowing them to have a choice in what

		<p>they are important and will not be treated badly but courteously. Of course, knowing what they think and allowing them to voice out what they need will thoroughly gain their trust.</p>	<p>they want/need. This bit of information will allow me really help understand my topic.</p>
Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Poor customer service. 	<ul style="list-style-type: none"> “Poor customer services can ruin a relationship with a client.” Claridy 	<ul style="list-style-type: none"> Poor customer service will make your customer not trust you and it would be a huge loss if such service would be shared to other people. Because this will lead to company’s lose of face and trust between customer/guests. 	<ul style="list-style-type: none"> It is relevant because it will help me identify the effects of a poor quality service.

<ul style="list-style-type: none"> • “Companies that provides great customer service.” Claridy 	<ul style="list-style-type: none"> • “The question becomes how is customer service important to any company? Well first customer services can either build your business or destroyed your business.” Claridy 	<ul style="list-style-type: none"> • Companies that provide good service have more loyal customer and are seen to be very trustworthy. 	<ul style="list-style-type: none"> • It is relevant because it will allow me to know exactly how a company would be if they provide good service, which will help me in my paper.

In this article, is it possible that any of the authors might have a bias about the subject matter? No provide examples if needed.

Is the article timely or a bit outdated? I think it is outdated

Was it published in a reputable source? Yes

It is not an academic source. Yes, it is an academic source

Other important information: This search engine, EBSCO provide an abundant articles relating to my topic and it is widely used.

Note Taking Sheet: Reading # 5 (academic)**Course Name:** English Composition**Section:** 3

Directions: Fill in the information below, and keep with all of your resources. This will help you when it is time to write both your outline, paper, and annotated bibliography.

1. Author's Name: Jay Kandampully & Dwi Suhartanto

2. Author's Credentials Kandampully; Professor, Hospitality Management Program, Campbell Hall, The Ohio State University

Suhartanto; Director of The Indonesian Post Polytech, Administrasi Niaga, Politeknik Negeri Bandung, Jl.

3. Publisher [or title of organization]: The Haworth Press, Inc.

4. Heading of Section [title of reading]:

7. Website URL: <http://web.b.ebscohost.com/ehost/detail/detail?vid=3&sid=6325c26a-9cbd-4898-9b23-2ff93bfe7261%40sessionmgr103&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=10061221&db=hjh>

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Opportunities to gain a competitive advantage 	<ul style="list-style-type: none"> “It is essential for any hospitality organization to seek opportunities to gain a competitive advantage by 	<ul style="list-style-type: none"> Developing customer loyalty was proven to be the best when competing with other company because interreacting with the customers personally will 	<ul style="list-style-type: none"> It is relevant because my topic is about the importance of customer service so knowing the fact that id does have competitive advantage really shows just how important is

-	adopting various strategies.	allow a company to obtain information in what or how to improve thus making their products better.	customer service is in a company.
Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> • How loyalty is defined 	<ul style="list-style-type: none"> • “Although the academic literature contains many definitions of the term “loyalty,” there is no general consensus among researchers and practitioners as to what exactly constitutes loyalty and how 	<ul style="list-style-type: none"> • There are two views as to what “loyalty” is. One is that the loyalty that a customer would have towards the product provided by a certain company and the other is the loyalty that the service provider provide to the customer. 	<ul style="list-style-type: none"> • It is relevant because it shows two different perspective and I can elaborate more on it.

	it is demonstrated.”		
<ul style="list-style-type: none"> Image/ reputation of a company 	<ul style="list-style-type: none"> “Image is considered to be an important variable in influencing marketing activities.” 	<ul style="list-style-type: none"> Having a good reputation and image in how things are done and with good service will affect how customers see the company and the products it provided. Thus, company with bad reputation will not have company trusting its products and service. 	<ul style="list-style-type: none"> It is relevant because image is one of the ways that could affect customers staying or would be staying in a hotel.

In this article, is it possible that any of the authors might have a bias about the subject matter? No, **provide examples if needed.** All information stated in the articles are facts and no bias because each information are used and tested. Everything is stated as is.

Is the article timely or a bit outdated ? It is timely because every information can still be used without having to look for an updated version.

Was it published in a reputable source? YES

It is not an academic source. It is an academic source

Other important information : The article has a lot of information regarding my topic

Note Taking Sheet: Reading # 6 (academic)**Course Name:** English Composition 2**Section:** 3

Directions: Fill in the information below, and keep with all of your resources. This will help you when it is time to write both your outline, paper, and annotated bibliography.

1. Author's Name: Setó-Pamies, Dolors¹

2. Author's Credentials: Departament de Gestió d'Empreses (DGE), Universitat Rovira i Virgil

3. Publisher [or title of organization]: Taylor & Francis

4. Heading of Section [title of reading]: 5. Year Written: 6. Pages:

7. Website

URL: <http://web.b.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=1&sid=cea93103-8f93-4820-907d-2e9c926a7d8e%40pdc-v-sessmgr03>

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Service quality 	<ul style="list-style-type: none"> “According to Zeithaml (1988), service quality is defined as the customer’s assessment of the overall excellence or superiority of the service.” 	<ul style="list-style-type: none"> Service quality is based on how the workers treat and act towards their customers and the article said that it is harder to evaluate it than evaluating products because that kind of service cannot be 	<ul style="list-style-type: none"> It is relevant because it just shows that with good quality service, one can know if the service is good if the customer would come back and the reviews are good.

		touch, only experienced.	
Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Customer satisfaction 	<ul style="list-style-type: none"> “Oliver (1981) argues that satisfaction or dissatisfaction is determined by the impression that customers have following a purchase.” 	<ul style="list-style-type: none"> Meeting the needs of the customer based on what they expect it to be would bring you customer satisfaction. It is also considered to be the key in the developing customer loyalty. 	<ul style="list-style-type: none"> It is relevant because satisfaction means loyalty towards the company which brings in more customer, this I can check with my own method/data.
<ul style="list-style-type: none"> Trust between customer and the company 	<ul style="list-style-type: none"> “. Morgan and Hunt (1994, p. 23) define trust as ‘confidence in the exchange partner’s 	<ul style="list-style-type: none"> It is what keeps the customers to come back and spread the 	<ul style="list-style-type: none"> It is relevant because trust is one of the important factors in

	reliability and integrity,' and consider it to be a key mediating construct in relationship exchanges.”	companies name outside.	customer service.
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In this article, is it possible that any of the authors might have a bias about the subject matter? No provide examples if needed. Facts are given

Is the article timely or a bit outdated ? No date was given but the information is a fact.

Was it published in a reputable source? I believe so

It is not an academic source. It is an academic

Other important information: This article is important when explaining the relationships through good service.

Note Taking Sheet: Reading # 7 (academic)

Course Name: English Composition

Section: 3

Directions: Fill in the information below, and keep with all of your resources. This will help you when it is time to write both your outline, paper, and annotated bibliography.

1. Author's Name: Barbara A. Masberg, Dorothy M. Chase, Melody S. Madlem

2. Author's Credentials: Barbara; PhD, is Associate Professor, Recreation and Tourism, Department of Health, Human Performance, and Recreation, Central Washington University

Dorothy; e, PhD, is Assistant Professor, Recreation and Tourism, Department of Health, Human Performance, and Recreation, Central Washington University

Melody; m, PhD, is Associate Professor, Community Health Education, Department of Health, Human Performance, and Recreation, Central Washington University

3. Publisher [or title of organization]: The Haworth Press, Inc.

4. Heading of Section [title of reading]: **5. Year Written:** **6. Pages:**

7. Website

URL: <http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=1&sid=e518286d-8488-4f38-bc76-ad5e4118ee86%40sessionmgr4008>

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Assessing employees in customer service skills 	<ul style="list-style-type: none"> “Results showed that individuals working in the general tourism industry need customer service and interpersonal skills.” 	<ul style="list-style-type: none"> To provide the best service for customers to experience, the employee must have the skills. 	<ul style="list-style-type: none"> It is relevant because training is needed to provided the best service.

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> • Tourism Workforce 	<ul style="list-style-type: none"> • “There are some persistent themes contributing to a less than perfect workforce in tourism.” 	<ul style="list-style-type: none"> • Not having a group of employee to have the set of skills to provide for the customer could result in failure. Lack of manpower is another reason. 	<ul style="list-style-type: none"> • It is relevant because Saipan is a small island and with tourism as the revenue for the economy, there would be a need of employees who have the skills.
<ul style="list-style-type: none"> • Delivery of training 	<ul style="list-style-type: none"> • “In terms of delivery methods, 	<ul style="list-style-type: none"> • Such methods does may not provide enough 	<ul style="list-style-type: none"> • It is relevant because providing the best method to train

	<p>Durocher (1990) criticized two prevalent hospitality training methods: the buddy or peer training system, whereby bad habits are passed along; and the use of managers as trainers when the result is a neglect of their essential duties in order to train.”</p>	<p>experience and knowledge for the trainee to understand and adapt to easily.</p>	<p>would in turn have skilled employees in handling customer needs and wants.</p>
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In this article, is it possible that any of the authors might have a bias about the subject

matter? No, provide examples if needed. All information stated in the articles are facts and

no bias because each information are used and tested. Everything is stated as is.

Is the article timely or a bit outdated ? It is timely because every information can still be used without having to look for an updated version.

Was it published in a reputable source? YES

It is not an academic source. YES, academic source

Other important information : The article as a lot of information.

Note Taking Sheet: Reading # 8 (non-academic)**Course Name:** English Composition 2**Section:** 3

Directions: Fill in the information below, and keep with all of your resources. This will help you when it is time to write both your outline, paper, and annotated bibliography.

1. Author's Name: Gaetano DiNardi

2. Author's Credentials: Director of Demand Generation

3. Publisher [or title of organization]: Quora

4. Heading of Section [title of reading]: 5. Year Written: 6. Pages:

7. Website URL: <https://www.forbes.com/sites/quora/2018/12/18/how-important-is-customer-service-to-success-in-business/#ac91cb919c00>

Main Ideas/Points	Important Quotations	Supporting Details	Relevance to Your Assignment
<ul style="list-style-type: none"> Business success 	<ul style="list-style-type: none"> “Here are the facts: When customer service gets done right, it can tremendously boost a 	<ul style="list-style-type: none"> Good service equals more revenue for the company. 	<ul style="list-style-type: none"> It is relevant because service does help improve the business.

	<p>company's bottom line. So there can be a strong positive relationship between customer service and business success, no matter how a company defines "success."</p>		
<p>Main Ideas/Points</p>	<p>Important Quotations</p>	<p>Supporting Details</p>	<p>Relevance to Your Assignment</p>
<ul style="list-style-type: none"> • Too much? 	<ul style="list-style-type: none"> • "Some companies have poured too many resources into improving customer service -- and ended up 	<ul style="list-style-type: none"> • There are such things as too much, could be overdoing things. So, having or providing just 	<ul style="list-style-type: none"> • It is relevant because it just shows that although providing good customer service is good,

	<p>paying too big a price.”</p>	<p>the amount of service is good.</p>	<p>it doesn't mean that it's always good especially if it is overdone.</p>
<ul style="list-style-type: none"> Customer service does not have to be expensive 	<ul style="list-style-type: none"> “The good news is that excellent customer service doesn't have to cost a great deal. Many of the most important steps a business can take are free.” 	<ul style="list-style-type: none"> A company does not need to pay a lot of money just to meet the needs of their customers because services can be provided through prompt 	<ul style="list-style-type: none"> It is relevant because knowing that money is not really needed to provide a good customer service but instead can be done without it, is a good tip in

		response and connecting with them.	wanting to not spend anything.
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In this article, is it possible that any of the authors might have a bias about the subject matter? Not bias **provide examples if needed.** Facts are given.

Is the article timely or a bit outdated ? It is timely, just in the year 2018

Was it published in a reputable source? I believe so

It is not an academic source. No, its non-academic

Other important information: Has good opinions, experience

TABLE SCHEDULES

PRIMARY DATA SCHEDULE		
Literatures: academic and non-academic and 1 chosen source	DAYS	DATES
	Friday-Sundays	09/20/19-09/22/19
Email experts and interview	Saturday-Sundays	011/20/19-11/22/19
Surveys	Monday-Fridays	Still in consideration, but within the week after next week. 09/30/19-10/04/19
Observations	Tuesday	11/20/19 Holidays, tentative to change

Letters to Expert

Yunzi Zhang, Ph.D

Assistant Professor, Hospitality

Management

School of Business

Northern Marianas College

Dear Dr. Zhang

Good Evening, I am Jan Caryl Domingo one of your former students from the tourism industry class. I am writing this letter for a request in a simple interview based on a course assignment, "How important is customer service in a hotel?" for my English Composition class. Your expertise in the field of Hospitality and Tourism industry will greatly help me in understanding the value of customer service, especially in a hotel. Thus, if you are available for a face to face interview, I would like to set up an appointment in which the interview can be done. Alternatively, if face to face interview cannot be done, an online interview would suffice. The online interview will only include 4 question based on my topic and it won't take much of your time at all.

Please-email me whether or not you can do an interview and if you can how would you like the interview to be; face to face or online interview and if so, what platform would you like to use?

I will attach a small questionnaire to this letter just in case you would prefer an online interview. I look forward to this valuable information you could have.

Sincerely

Jan Caryl Domingo

Questionnaire:

1. In your opinion, other than customer loyalty and profit what are other ways that a good customer service can do for a business?
2. In your opinion, would it be better to focus in customer relationship rather than having a company focus on a pricing strategy?
3. In your opinion should there be a limit on how much customer service are provided?
4. In your opinion, how important is the tourism industry of the CNMI?

Tyce Mister

Gold's Gym Manager

Saipan, MP 96950

Good Evening Mr. Mister, I am Jan Caryl Domingo one of your former students from an after-school program called AHLIE. I am writing this letter to inquire if it is possible for your cooperation in answering 4 simple questions based on a course assignment, "How important is customer service in a hotel?" for my English Composition class. Your input regarding customer service will greatly help me to fully understand exactly how important is customer service in a hotel or any business sectors.

Thus, if you are available or if you have time, here are the 4 questions:

1. In your opinion, other than customer loyalty and profit what are other ways that a good customer service can do for a business?
2. In your opinion, would it be better to focus on customer relationship rather than having a company focus on a pricing strategy?
3. In your opinion should there be a limit on how much customer service are provided?
4. If it is possible, would it be possible to share some of your experiences?

I look forward to this valuable information you would be able to provide. Thank you for taking the time to read this message.

Sincerely,

Jan Caryl Domingo