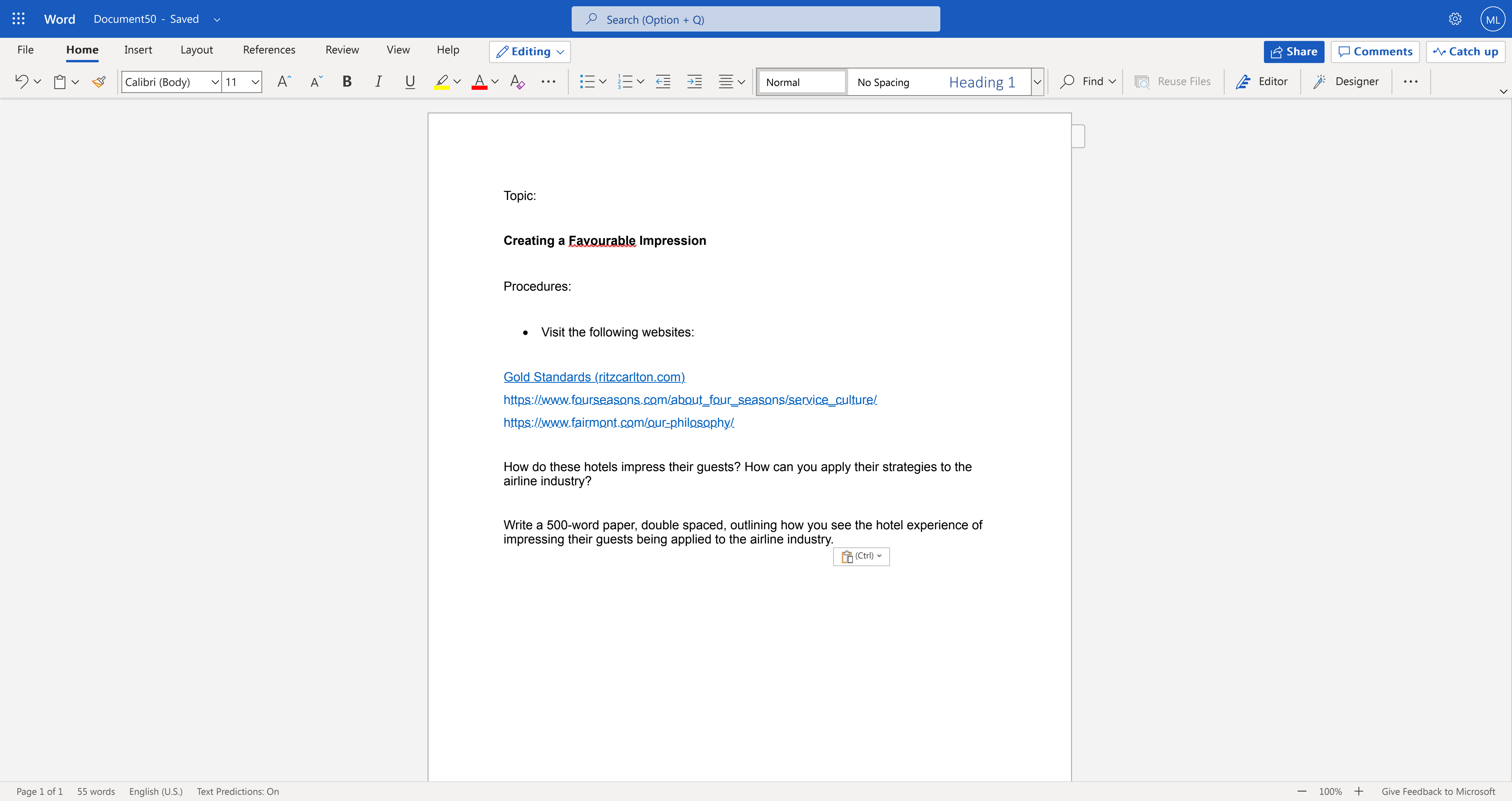




Topic:

Creating a Favourable Impression

Procedures:

- Visit the following websites:

[Gold Standards \(ritzcarlton.com\)](#)
https://www.fourseasons.com/about_four_seasons/service_culture/
<https://www.fairmont.com/our-philosophy/>

How do these hotels impress their guests? How can you apply their strategies to the airline industry?

Write a 500-word paper, double spaced, outlining how you see the hotel experience of impressing their guests being applied to the airline industry.

