

Term / Phrase	Definition
Strategic planning	making a plan to reach important goals
To earn money	to get money by working
To choose a solution	to pick the best answer to a problem
To decide	to make a choice
To follow steps (at work)	to do things in the right order
To check if a plan works	to see if a plan is good and successful
To think ahead	to plan for the future
To watch a trend	to see what is popular or changing
To prepare for busy days	to get ready for days with a lot of work
A slow day	a day with little work
To improve services	to make work or help better for customers
A long-term goal	a goal for the future, not today
To stay successful	to continue to do well
At all levels	in every part or group of a company or organization
To handle money	to use or manage money
To include	to have something as part of a group or list
A bill	a paper showing how much money you must pay
A salary	money you get for working
A profit	money you earn after paying costs
Daily spending	money you spend every day
To prepare a report	to make a paper or document with information
Careful attention	looking at or thinking about something very carefully
To stay stable	to stay safe, strong, or not change
A decision	a choice you make
A new investment	money used to start or buy something to make more money
A renovation (hotel)	fixing or improving a hotel
On time	not late
Finance staff	people who work with money in a company
A department head	the boss of a department
Sales knowledge	knowing how to sell things
To attract guests	to get people to visit or stay
To keep popular	to stay liked by many people
An advertisement	a message to show or sell something
An online campaign	a plan on the internet to sell or show something
A special offer	a good price or deal for a short time
Creativity	the ability to think of new ideas
To check competition	to look at what other companies do
To promote rooms	to show rooms to get people to book them
To improve income	to make more money
A review	what people say or write about a product or service
To stay competitive	to stay as good as other companies

Term / Phrase	Definition
Motivation	the feeling that makes you want to do something
To guide staff	to help and show workers what to do
To do a task	to finish a piece of work
To encourage staff	to give workers support and confidence
To stay positive	to think good thoughts and not be sad
To give praise	to say something good about someone's work
To teach new skills	to show someone how to do something new
To create a happy workplace	to make work a nice place for everyone
To give excellent service	to help customers very well
To keep organized	to keep things in order
To reach a goal	to finish what you wanted to do
A motivated team	a group of workers who want to do their best
Customer satisfaction	when customers are happy with a service or product
To help politely	to help people in a nice and respectful way
To respond fast	to answer quickly
To notice small details	to see or pay attention to little things
To improve guests' experiences	to make guests happier and enjoy more
To leave a good review	to write something nice about a service or product
To keep a strong reputation	to stay known as good and trustworthy
The heart of hospitality	the most important part of helping guests and making them feel welcome