

job READY

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JOBREADY FRAMEWORK

MODULE 6

Professional communication in the
hospitality sector

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Module 6: Professional communication in the hospitality sector

I. Module Overview

In this module, learners are introduced to basic elements of professional communication they may need when working in the hospitality industry. They learn phrases and terminology used in the hospitality industry, practice verbal and written communication they may have with guests on a professional level in different posts of their hospitality entity. This also includes knowledge about intercultural and intergenerational communication practices that are important elements for 'addressing' guests with different cultural, ethnical and or religious background. It also covers to understand targeted communication towards vulnerable guests and shows different target guest profiles, active listening, prompt and accurate response giving tools and techniques, including modern communication-supporting technology (like online promotion via social media, email correspondence at the appropriate tone, telephone replies to reservations or complaints).

Business Communication		Duration (Hours)
Classroom-based Learning	Content Delivery	15
	Individual Work	4
	Assessment	1
Theoretical and Practical Learning		Practices implemented in a VET environment simulating real-life situations

II. Learning Units Overview

Learning Units	Duration (Hours)
LU6.1 – About the importance of professional communication in the hospitality industry	1
LU6.2 – Modern communication channels and means for the sector, including new technology	3
LU6.3 – Good practices in the communication with customers	3
LU6.4 – Intercultural and inter-generational communication, and the impact of other guest profiles on communication	3
LU6.5 – The role of communication in marketing the hospitality services	3
LU6.6 – Professional communication skills for interacting with colleagues and supervisors	2

1. Learning Unit 6.1: About the importance of professional communication in the hospitality industry

• *Learning Unit Description*

This unit focuses on the importance and necessity of excellent communication in the hospitality industry with guests, as well as the 'two-way communication'. It is a sort of introduction into the topic in this specific industry.

• *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO6.1 Define the importance of professional communication in the hospitality industry	6.1.1 Professional communication in hospitality 6.1.2 Two-way communication in hospitality	1

• **Learning Outcome 6.1 - Activities and Reference Sheets**

- LO6.1 Define the importance of professional communication in the hospitality industry.

Learning objective	6.1.1 Professional communication in hospitality
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By focusing on effective communication strategies in the hospitality sector, learners can gain insights into the various aspects of communication management and its impact on overall guest satisfaction and business success. (See reference sheet 6.1.1.a)

Professionalism and etiquette in hospitality communication: following a communication etiquette appropriate in hospitality can give learners the mindset needed to communicate effectively. See reference sheet 6.1.1.b).

Reference Sheet 6.1.1.a: Effective Communication Strategies in Hospitality

Importance of Communication in Hospitality: effective communication is a significant element in delivering exceptional guest experiences and maintaining a positive reputation.

Internal Communication Strategies: promoting clear and efficient communication among staff members includes implementing regular meetings, digital platforms, and communication protocols to follow.

External Communication Strategies: engaging with guests, managing feedback, and communicating effectively should consider various channels such as personal contacts, social media, websites, and email.

Crisis Communication Planning: it is important to have a crisis

Reference Sheet 6.1.1.b: Professionalism and Etiquette in Hospitality Communication

Importance of Professionalism and Etiquette in Hospitality Communication: Maintaining professionalism and practicing etiquette in communication is important to create a positive impression on guests and enhance the overall guest experience.

Verbal Communication Etiquette: This includes using appropriate language, tone, and speaking clearly and politely when interacting with guests and colleagues.

Nonverbal Communication Etiquette: Nonverbal cues, such as body language, eye contact, and facial expressions, are important as nonverbal communication elements in conveying professionalism and creating a welcoming atmosphere in hospitality settings.

Written Communication Etiquette: covers mail etiquette, guest correspondence, and maintaining a professional tone in written materials like menus, signage, and promotional materials.

Cultural Sensitivity and Diversity: Respecting cultural differences and promoting inclusivity in hospitality communication can help to ensure that all guests feel valued and respected.

Handling Difficult Situations with Grace: resolving conflicts

Learning objective**6.1.2 Two-way communication in hospitality**

Two-way communication in hospitality refers to the exchange of information, ideas, and feedback between hospitality providers (e.g., hotel staff, restaurant servers, tour guides) and guests in a mutual, interactive manner. This form of communication involves both parties actively participating in the dialogue, with each side listening, responding, and engaging with the other to ensure effective communication and understanding.

In the context of the hospitality industry, two-way communication plays a crucial role in facilitating positive guest experiences, building guest relationships, and addressing guest needs and concerns promptly and effectively. There are typical key aspects of effective two-way communication in hospitality to remember. (See reference sheet 6.1.2)

Reference Sheet 6.1.2: Key aspects of two-way communication in hospitality

Active Listening: Hospitality providers must actively listen to guests' inquiries, feedback, and requests to demonstrate attentiveness and ensure that guests feel heard and valued. By listening attentively and empathetically, hospitality staff can better understand guests' needs and tailor their responses and services accordingly.

Clear and Transparent Communication: Apply open, honest, and responsive communication, providing accurate information about services, amenities, pricing, policies, and any relevant updates, to ensure guests are well-informed and can make informed decisions.

Feedback and Engagement: Encouraging guests to provide feedback on their experiences and actively engaging with their comments, suggestions, and concerns is essential for fostering guest satisfaction. You can seek feedback through surveys, comment cards, online reviews, and personal interactions.

Problem Resolution: Two-way communication is crucial in addressing guest complaints, issues, and conflicts effectively and efficiently. By allowing guests to voice their concerns and providing timely and satisfactory resolutions, hospitality providers can mitigate negative experiences, retain guest loyalty, and enhance overall guest satisfaction.

Personalisation and Customisation: Two-way communication allows you to personalise and customise guest experiences based on individual preferences, special requests, and

2. Learning Unit 6.2: Modern communication channels and means for the sector, including new technology

• Learning Unit Description

Communication can use different channels and means. Learners in the hospitality sector should learn in this unit what channels/types of communication are commonly used in their sector for which purpose and/ or targets, and become sensitised to possible communication barriers in the hospitality industry.

• Learning Outcomes and Objectives

Learning Outcomes	Learning Objectives	Duration (Hours)
LO6.2 Name channels and means of communication in the modern hospitality industry	6.2.1 Channels of communication: verbal, nonverbal, para-verbal, and written communication 6.2.2 Effective simple digital communication means for communication 6.2.3 Typical communication barriers in the hospitality industry	3

• Learning Outcome 6.2 – Activities and Reference Sheets

- LO6.2 Name channels and means of communication in the modern hospitality industry

Learning objective	6.2.1 Channels of communication: verbal/non-verbal and para-verbal, written communication
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Communication channels and communication means are two related concepts that refer to different aspects of the communication process. (See reference sheet 6.2.1.a)

Clear and effective written communication is crucial for maintaining operational efficiency and service quality. Effective written communication skills are essential in modern hospitality for conveying information, building relationships, managing guest experiences, and promoting business success. Hospitality professionals should prioritise clarity, professionalism, and customer-centricity in their written communications to enhance guest satisfaction. However, this is also valid for verbal communication, and important non-verbal communication cues such as body language, gestures, facial expressions, eye contact, and tone of voice play a crucial role in conveying messages and creating a positive guest experience. (See reference sheet 6.2.1.b).

Reference Sheet 6.2.1.a: About Communication Channels and Means

Communication Channel: A communication channel is the pathway or medium through which a message is transmitted from the sender to the receiver. It refers to the specific method or route used to deliver information, such as face-to-face interactions, phone calls, emails, text messages, social media platforms, video conferencing, written memos, etc. Communication channels can be categorised into verbal (spoken), non-verbal (body language, gestures), and written (text-based) channels. The selection of a communication channel depends on factors such as the nature of the message, the preferences of the sender and receiver, the urgency of communication, the accessibility of technology, and the need for confidentiality.

Communication Means: Communication means refer to the tools, devices, technologies, or physical resources utilised to facilitate communication through a chosen channel. Means of communication can include smartphones, landline phones, computers, tablets, fax machines, postal mail, messaging apps, video conferencing software, public address systems, printed materials, and more. The means of communication enable the transmission and reception of messages within the selected

Reference Sheet 6.2.1.b: The concept behind basic communication channels

Verbal Communication: Verbal communication refers to the use of words, spoken or written, to convey a message or information. It involves the exchange of ideas, thoughts, and feelings through language, whether in face-to-face conversations, phone calls, emails, presentations, or any other form of verbal interaction.

Non-verbal Communication: Non-verbal communication is the transmission of messages or information through means other than words. It includes body language, gestures, facial expressions, eye contact, posture, tone of voice, and other non-verbal cues that convey emotions, attitudes, and intentions. It can significantly impact the way a message is interpreted and can complement or contradict verbal communication.

Para-verbal Communication: Para-verbal communication refers to the vocal aspects of verbal communication that are separate from the actual words spoken. It includes elements such as tone of voice, pitch, volume, intonation, pauses, and speech rate, which can influence the meaning and impact of a message. Para-verbal cues provide additional context and emotion to verbal communication, helping to convey nuances and reinforce the intended message.

Written communication in hospitality: includes guest letters and welcome notes, or operational documents like memos, reports, and reports, while modern hospitality

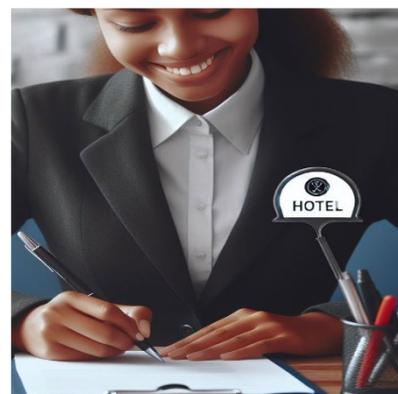


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Individual Work Assignment 1: Introduction to the concept of nonverbal communication and its significance in hospitality settings

Materials: paper, pen, or PC, tablet, or mobile phone to get access to the examples, mark findings, and take notes.

Instruction:

Step 1: Provide examples of how nonverbal cues can influence guest trust, comfort, and the overall perception of the quality of service. You can hand them out to the class, or provide the situation description as digital text.

Here is an example to start with that can be shortened to any of the considered hospitality departments but gives, in its total, a good view into a guest journey and communication experience at a hotel:

Introduction:

In the capital of Austria, the Bristol Hotel is known for its luxury and hospitality. With its opulent interiors, impeccable service, and stunning views of the city skyline, the hotel has earned a reputation for delivering exceptional guest experiences. However, beneath the grandeur lies a secret weapon that sets Bristol apart from its competitors: the power of nonverbal communication.

Setting the stage:

As the hotel's busy holiday season approaches, the staff at the Bristol are gearing up for an influx of high-profile guests, including celebrities, business tycoons, and foreign dignitaries. Among them is Mr. David Chen, a renowned international businessman known for his discerning taste and exacting standards at the hotel.

The Arrival:

On a crisp December morning, Mr. Chen arrives at the Bristol, greeted by the hotel's doorman, Adam. With a warm smile and a confident handshake, Adam welcomes Mr. Chen and escorts him to the lobby. As they walk, Adam subtly mirrors Mr. Chen's relaxed stride and maintains eye contact, exuding professionalism and attentiveness.

Check-In:

At the front desk, receptionist Niki takes over, seamlessly guiding Mr. Chen through the check-in process. Despite a busy lobby full of guests, Niki

Room Assignment:

As Mr. Chen is escorted to his luxurious suite on the top floor, he is accompanied by bellboy Simon. Simon carries Mr. Chen's luggage with ease, effortlessly navigating the hotel's corridors and elevators. Despite the physical exertion, Miguel remains poised and polished, his confident stride and respectful demeanour reflecting the hotel's commitment to excellence in service.

Dining Experience:

That evening, Mr. Chen dines at the hotel's Michelin-starred restaurant, where he is attended to by server Robert. With impeccable timing and grace, Robert anticipates Mr. Chen's needs, offering menu recommendations and wine pairings with a genuine smile. His attentive gaze and subtle nods of approval signal Mr. Chen's trust in her expertise, solidifying his positive impression of the restaurant and the hotel as a whole.

The Aftermath:

As Mr. Chen completes his stay at the Bristol, he reflects on his experience with a sense of satisfaction and admiration. While the hotel's amenities and services were undoubtedly top-notch, it was the nonverbal cues exhibited by the staff that left a lasting impact on him. From the doorman's welcoming smile to the server's attentive gestures, every interaction contributed to Mr. Chen's trust, comfort, and overall perception of the hotel's quality of service.

Conclusion:

In the competitive world of hospitality, the Bristol stands out not only for its luxurious accommodations and exquisite dining options but also for the unwavering commitment of its staff to excellence in nonverbal communication. By recognising the power of nonverbal cues in influencing guest trust, comfort, and perception of service quality, the hotel has set a new standard for hospitality experiences that leave a lasting impression on even the most discerning of guests, like Mr. Chen.

Step 2: Learners should find and mark in the example the non-verbal cues

Learning objective**6.2.2 Effective simple digital communication means in modern hospitality entities**

While digital communication means encompass the broad categories of communication channels used digitally, digital communication tools are the specific technologies or applications that enable and enhance digital communication within those means. Effective digital communication tools are booming (see reference sheets 6.2.2.b and 6.2.2.c), and individuals and organisations have different preferences for using one or the other for enhancing collaboration, streamlining communication processes, and maintaining efficient and productive interactions in today's digital world. The preference for digital communication tools may vary depending on individual needs, preferences, and specific use cases. (See reference sheets 6.2.2.a and 6.2.2.b).

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Reference Sheet 6.2.2.a: Effective Simple Digital Communication Means and Example Tools

Email: Email remains one of the most widely used and effective digital communication tools for sending messages, documents, and updates. It allows for formal and

asynchronous communication, making it suitable for professional exchanges.

Social Media: Social media platforms are, for instance, Facebook, Twitter, LinkedIn, TikTok, and Instagram, which could be used to engage with a broader audience, share updates, and promote products or services.

Mobile Apps: Mobile applications designed for communication, such as WhatsApp, Telegram, or Viber, provide instant messaging. They also provide voice calls and video calls on-the-go, similarly to platforms like Slack, Microsoft Teams, Zoom, Webex, or GoToWebinar, which are



Reference Sheet 6.2.2.b: Basic considerations for modern digital communication means

Review Platforms (TripAdvisor, Google Reviews, Booking.com, and similar):

Target Audience: Important for all customer segments, particularly those researching accommodations or experiences.

Situation: Essential for monitoring and responding to guest feedback, managing reputation, and showcasing positive experiences to potential guests.

Company Website (Live Chat Feature, blogs):

Target Audience: Appeals to guests visiting the website for booking or information.

Situation: Effective for providing real-time assistance, answering inquiries, handling booking details, and supporting guests through the booking process.

Email:

Target Audience: Suitable for all customer segments, especially for personalised offers, booking confirmations, and newsletters.

Situation: Effective for sending booking confirmations, promotional offers, follow-up communications, and feedback surveys.

Messaging apps (WhatsApp, Messenger, and similar):

Target Audience: Convenient for guests seeking immediate responses and personalised interactions.

Situation: Suitable for real-time guest inquiries, room service

Social media platforms (Facebook, Instagram, Twitter, and similar):

Target Audience: Ideal for reaching a broader audience, especially millennials and Gen Z, and for showcasing visual content.

Situation: Useful for sharing updates, responding to inquiries, engaging with guests through comments and direct messages, and promoting seasonal offers or events.

Reference Sheet 6.2.2.c: Innovative Digital Communication Formats

Vlogs (Video Blogs): Vlogs are video-based content that offer a more engaging and visual way to share information, stories, or experiences. They can incorporate elements such as animations, interviews, and on-location footage to provide a dynamic and immersive experience for viewers.

Microblogging: Platforms like Twitter, Instagram Stories, or LinkedIn provide opportunities for concise and real-time updates, news, or insights. It allows for quick and frequent communication with audiences and is especially popular for sharing bite-sized content.

Podcasts: Podcasts are audio-based content that can be easily consumed on-the-go. They allow for in-depth conversations, interviews, and storytelling in a format that appeals to listeners who prefer auditory content over written text.

Live Streaming: Live streaming platforms such as Facebook Live, Instagram Live, or Twitch offer real-time interactions with audiences. You can use live streaming for service launches, behind-the-scenes tours or excursions, Q&A sessions, and interactive events to create a sense of immediacy and authenticity.

Interactive Content: Interactive content such as surveys, interactive infographics, videos, presentations, or, for instance,

Activity 6.2.2: Scenario-based training exercise

Develop a better understanding of when to use specific digital communication tools, enhance customer service skills, and improve the ability to effectively communicate with guests in various situations.

Materials: paper and pens

Instruction:

Step 1: Introduce the following task to the learners: Create a list of common customer service scenarios that hospitality professionals may encounter.

Example answers could be: handling a guest complaint, responding to a booking inquiry, sharing promotional offers, or providing personalised recommendations.

Step 2: Ask the learners to identify a range of digital communication means that can be used in the hospitality sector.

Example answers could be: email, social media platforms (such as Facebook, Instagram, Twitter), messaging apps (such as WhatsApp, Messenger), review platforms (such as TripAdvisor), and the company website.

Step 3: Assign each scenario to individual or small groups of participants and ask them to determine the most appropriate digital communication means to address the situation.

Encourage participants to consider factors such as the urgency of the communication, the level of personalisation required, the target audience, and the nature of the message.

Step 4: Have participants share their reasoning behind their choices and discuss the advantages and limitations of each digital communication means in different scenarios. Provide feedback and guidance on the

Learning objective**6.2.3 Typical communication barriers in the hospitality industry**

Addressing communication barriers in the hospitality industry requires proactive measures, such as providing language training, engaging in cultural sensitivity, ongoing communication training, fostering a culture of open communication, utilising effective technology solutions, and using feedback mechanisms to enhance communication effectiveness and guest satisfaction. Typical communication barriers are included in reference sheet 6.2.3.

Reference Sheet 6.2.3: Typical communication barriers in the hospitality sector

Language Barriers: In the hospitality industry, guests and staff may come from diverse linguistic backgrounds. Language barriers can lead to misunderstandings, confusion, and difficulties in conveying information accurately. This is particularly challenging in multicultural environments where staff may not be fluent in the same languages as the guests.

Cultural Differences: Cultural differences in communication styles, norms, and customs can create barriers to understanding and interaction between staff and guests. Misinterpretation of cultural cues, gestures, or customs can lead to conflicts or misunderstandings.

Lack of Training: Inadequate training or orientation for staff members can hinder effective communication. Poorly trained staff may struggle to convey information clearly, answer guest inquiries accurately, or handle complaints and feedback appropriately.

Hierarchical Structures: Traditional hierarchical structures in hospitality establishments may impede open communication between different levels of staff. Frontline employees may feel hesitant to communicate issues or feedback to management, leading to inefficiencies and problems being unresolved.

Technology Challenges: Reliance on technology in communication, such as mobile devices, online booking systems, or guest service apps, can create challenges if staff members are not proficient in using these tools effectively. Technical issues or system failures can disrupt communication with guests and impact service delivery.

Overload of Information: In busy hospitality environments, such as hotels or restaurants, staff members may face an overload

Nonverbal Communication: Nonverbal cues, such as body language, facial expressions, or gestures, play a crucial role in communication. Misinterpretation of nonverbal signals or lack of awareness of cultural differences in nonverbal communication can create barriers to effective interaction.

Lack of Feedback Mechanisms: Inadequate systems for collecting and acting on guest feedback or employee suggestions can hinder communication improvement in the hospitality industry. Lack of transparent channels for communication can result in unresolved

Activity 6.2.3.a: Example case “Cultural Communication Barriers in the Hospitality Sector”

Materials: paper, pen, or PC, tablet, or mobile phone to get access to the examples, mark findings, and take notes.

Instruction:

Step 1: Ask the learner group without going or commenting on their statements if they have any experiences in communications with people from different cultures. They might think of what they have seen on TV or during the holidays, too.

Step 2: Distribute the example scenario, and let them form groups to imagine what potential communication barriers might be with the guests from the suggested countries.

Scenario: A luxury hotel in a major city attracts guests from diverse cultural backgrounds. One day, a group of international guests arrives at the hotel for a business conference. The guests come from different countries, including Japan, Brazil, France, and the United States. Upon check-in, the receptionist greets the guests with a warm smile and offers a tour of the hotel facilities. However, cultural differences and communication barriers soon become apparent.

Step 3: After some 15 to 20 minutes, discuss the results in a group for some 15 minutes. Find possible issues below.

Possible communication issues:

- **Language Barriers:** The receptionist, while proficient in English, struggles to communicate effectively with guests who speak limited English. The Japanese guests prefer to communicate in their native language, leading to misunderstandings and delays in check-in

- **Nonverbal Communication:** The French guests rely heavily on nonverbal cues, such as body language and facial expressions, to convey their emotions and intentions. However, these subtleties may not be readily understood by staff members from other cultures, resulting in miscommunication or misinterpretation of guest needs.
- **Service Expectations:** The American guests, accustomed to fast-paced and attentive service, may feel frustrated by the slower and more reserved approach of the hotel staff. This discrepancy in service expectations can lead to dissatisfaction and negative reviews.

Estimated duration: 45 minutes

Individual Work Assignment 2: Cultural differences

Materials: PC/ tablet/ mobile phone

To deepen your knowledge and find out more cultural different communication traits, visit this website: <https://www.autoeurope.com/travel-blog/european-hand-gestures-body-language-culture-crash-course/>, or

3. Learning Unit 6.3: Good practices in communication with customers

• *Learning Unit Description*

In this unit, participants will gain some theoretical knowledge, and get the opportunity to learn from and experience good practices in communication with hospitality guests, be it letter and email writing applying proper structure, formatting, and appropriate tone, or active listening in communication and phone calls, taking reservations, and handling guest inquiries over the phone.

• *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO6.3 Repeat the communication principles in the hospitality sector with customers	6.3.1 Practice written communication in letters and emails to hospitality guests/ customers 6.3.2 Active listening in personal communication in the hospitality industry 6.3.3 Techniques for effective guest engagement 6.3.4 Telephone communication rules (etiquette) in the hospitality sector	3

• **Learning Outcome 6.3 – Activities and Reference Sheets**

- LO6.3 Repeat the communication principles in the hospitality sector with customers

Learning objective

6.3.1 Practice written communication in letters and emails to hospitality guests/customers

While earlier written communication has already been a topic in this module, it is time to practice what has been said also in particular example situations. In the hospitality industry, both letters and emails have their own advantages and are used in different scenarios based on the context and purpose of communication. (See reference sheet 6.3.1.a and 6.3.1.b)

Reference Sheet 6.3.1.a: Remember the structure for a traditional letter

Header: Include the sender's and recipient's contact information, date, and subject line.

Salutation: Greet the recipient politely.

Introduction: Introduce yourself, the purpose of the letter, and provide context if necessary.

Body: Include the main message, any relevant details or information, and specific requests or actions needed from the recipient.

Conclusion: Summarise the key points, express appreciation, and specify any next steps.

Reference Sheet 6.3.1.b: Some etiquette suggestions specific to email communication

Personalisation: Address the guest by their name and use a friendly and welcoming tone to make the email more personalised.

Promptness: Respond to guest inquiries or requests in a timely manner to show that you value their time and concerns.

Clarity: Clearly communicate information regarding reservations, bookings, amenities, or any special requests to avoid misunderstandings.

Professionalism: Use proper grammar, spelling, and punctuation to convey a professional image of your establishment.

Conciseness: Keep emails clear and to the point, providing necessary information without overwhelming the guest.

Brand Representation: Ensure your emails reflect the brand image and values of your hospitality establishment.

Confirmation: Always confirm the details of bookings, reservations, or any changes requested by the guest to avoid confusion.

Follow-up: Send follow-up emails after the guest's stay to thank them for choosing your establishment and gather feedback for improvement.

Privacy: Respect the guest's privacy and confidentiality by

Activity 6.3.1: Letter or email?

Materials: flipchart and pens, or white board and post-it provide two colours), and individual pens

Instruction:

Step 1: Handout post-its in case you prefer them to a flipchart. Each learner should have 4-5 of two colours.

Step 2: Write on the right side on top of the white board “Letter” and on the left “email”. If you use a flipchart, use two pages and write in the middle of the page on one “Letter” and on the other “email”, put one on the table at one end of the room, the other on a table on another end of the room so learners can commute from one to the other and spread over the room.

Step 3: Ask the learners to think of when to rather use the one and when the other. They shall use (define which) one colour for letters and post it there, and the other for emails and post it under the respective lines on the white board; in case you prefer the flipchart, they should simply write it down on the respective page.

Step 4: After 10 minutes. They shall gather around the result.

Step 5: Ask them to structure the results by moving what is similar on the post-its within one page together, finding their own order; or using different pen colours putting circles around the text on the flipcharts. Depending on the number of statements, they should close the activity within 5-10 minutes.

Step 6: Discuss with them in some 15 minutes what they think about the result and see with them what might be missing or not a good practice after all. (Example statements are included in this activity)

Step 7: Use the opportunity to also remind them of specific example letters/

Statements could include the following**For Letters:**

1. **Formality:** Letters are typically considered more formal than emails and are often used for official communication and documentation within the hospitality industry.
2. **Tangibility:** Letters provide a physical, tangible document that can be kept for records or as a memento by the recipient.
3. **Personal touch:** Handwritten letters or printed letters on letterhead can add a personal touch and convey a sense of importance to the recipient.
4. **Slower response time:** Due to the physical delivery process, letters may take longer to reach the recipient and receive a response compared to emails

For emails:

1. **Speed:** Emails are instant and allow for quick communication, making them ideal for time-sensitive matters or urgent requests in the hospitality industry.
2. **Cost-effective:** Sending emails is a cost-effective way to communicate with guests, business partners, or colleagues without the expenses associated with postage and printing.
3. **Interactive:** Emails allow for interactive communication through hyperlinks, attachments, images, and multimedia content.

Examples for when to use ...

Individual Work Assignment 3: Example letter

Materials: paper, pen, or PC/ tablet to write the letter.

Instruction: Read through this and define what is good in it and why

Example Letter:

[Sender's Name]

[Sender's Title]

[Sender's Hospitality Establishment]

[Sender's Contact Information]

[Date]

[Recipient's Name]

[Recipient's Title]

[Recipient's Hospitality Establishment]

[Recipient's Contact Information]

Subject: Request for Additional Amenities for Guest Room

Dear [Recipient's Name],

I hope this letter finds you well. I am [Your Name], the Front Desk Manager at [Your Hospitality Establishment]. I am writing to request the addition of a mini-fridge and extra pillows in Room 302 for our guest, Mr. Smith, who is staying with us for the week.

As Mr. Smith has specific dietary needs that require refrigeration, having a mini-fridge in his room would greatly enhance his comfort and convenience during his stay. Additionally, providing extra pillows will ensure that he has a comfortable rest throughout his visit.

I kindly request that these amenities be added to Room 302 by tomorrow morning. Your prompt attention to this matter is greatly appreciated, as it

Good Practices:	To Avoid:
<ul style="list-style-type: none"> • Clear and concise communication 	<ul style="list-style-type: none"> • Using jargon or technical language
<ul style="list-style-type: none"> • Personalised and polite tone 	<ul style="list-style-type: none"> • Ambiguity or vague requests
<ul style="list-style-type: none"> • Specific and actionable requests 	<ul style="list-style-type: none"> • Informality or unprofessional language
<ul style="list-style-type: none"> • Professional formatting and structures 	<ul style="list-style-type: none"> • Neglecting to proofread for errors.

Individual Work Assignment 4: Formatting tips online

Materials: PC/tablet/mobile phone

If you are not so experienced in formatting a text document, there are many tutorial videos available on the internet. An example can be found here to remember in MS formatting a Word document type:

Individual Work Assignment 5: Letter writing

Materials: paper, pen, or PC/tablet/mobile phone to write the letter

Based on a concrete situation at the hospitality sector, the learners should write one letter to answer this situation. Distribute the letters to other learners who shall peer review them and write an answer letter.

Example context:

- **Welcome Letter to New Guests:** Write a personalised welcome letter to new guests who have made a reservation at your fictive hospitality business, introducing the establishment, highlighting amenities, and providing important information about their stay.
- **Apology Letter for Service Issue:** Craft a formal apology letter to a guest who experienced a service issue during their stay at the fictive hospitality business, acknowledging the problem, expressing regret, and offering a resolution or compensation.
- **Thank You Letter to Regular Customers:** Write a gratitude letter to loyal customers of the fictive hospitality business, thanking them for their continued patronage, offering special discounts, and inviting them to return for future visits.
- **Invitation Letter for Special Event:** Create an invitation letter to guests inviting them to a special event hosted by the fictive hospitality business, such as a grand opening, anniversary celebration, or themed event, outlining the details and RSVP instructions.
- **Confirmation Letter for Group Reservation:** Develop a confirmation letter for a group reservation at the fictive hospitality business, detailing the booking details, room allocations, special requests, and any additional group-specific information.
- **Feedback Request Letter:** Write a feedback request letter to guests who have recently stayed at the fictive hospitality business, asking for their input on their experience, satisfaction levels, suggestions for

Learning objective**6.3.2 Active listening in personal communication in the hospitality industry**

Active listening is a critical component of effective communication in the hospitality industry, as it involves fully engaging with guests, understanding their needs, and demonstrating attentiveness and empathy. It can help making guests feel valued, respected, and understood. When hospitality providers actively listen to guests' feedback and concerns, they show a genuine interest in meeting guests' needs and exceeding their expectations. This can result in increased guest loyalty, positive word-of-mouth referrals, and a competitive advantage. Knowing some principle techniques can help demonstrate attentiveness and empathy, leading to more meaningful and effective communication with guests. (See reference sheets 6.3.2.a and 6.3.2.b)

Reference Sheet 6.3.2.a: Techniques to practice active listening during guest interactions

Eye contact: good eye contact can help demonstrate attentiveness, interest, and respect towards the speaker.

Paraphrasing guests' statements, and asking clarifying questions: summarising and rephrasing what the speaker has said in your own words confirms your comprehension of the speaker's words and provide them with the opportunity to clarify or expand on their statements while asking yourself questions helps gather more details, fill in any gaps in your understanding, but helps also confirm that you have interpreted the speaker's words correctly.

Nodding in acknowledgment, and providing appropriate responses: it is important to be genuine and match the pace and intensity of your nods to the speaker's communication style. Your responses could help reflect feelings and emotions by acknowledging the speaker's emotions, open-ended questions could help prompt them to elaborate on their thoughts and

Reference Sheet 6.3.2.b: Aspects to remember in active listening

Balance: maintain a balance between making eye contact to show engagement and looking away occasionally to avoid appearing too intense or intimidating, similarly, use nodding strategically to support the speaker without overwhelming them with constant movements.

Cultural Differences: Be mindful of cultural differences in communication norms, as different cultures may have varying expectations regarding eye contact, nodding for confirmation, smiling etc. in communication. Adapt your active listening techniques based on the cultural background of the person you are interacting with.

Timing: Establish rapport at appropriate times during the conversation, such as when the speaker is sharing important details, expressing emotions, or seeking feedback. Avoid staring continuously, excessive nodding for instance, as this can be perceived as intrusive or distracting.

Reception: Pay attention to the speaker's response to your communication – if they seem uncomfortable or avoidant, adjust your approach accordingly. Respect the individual's comfort levels and adapt your communication to create a

Activity 6.3.2: Active listening to understand and respond to guest needs**Materials:** paper and pens**Instruction:**

Step 1: Inform the learner group that you are about to practice active listening in a role-playing exercises, and will have feedback sessions after 20 min. to hone active listening skills, improve the ability to understand and respond to guest needs, and cultivate a culture of attentive service delivery.

Step 2: Depending on the group size, try to split the group in pairs of four, giving two the observer role, two the acting roles. One is a hospitality staff member and has one observer, the other is the guest and has the second observer.

Step 3: Tell the observers to pay attention to verbal, non-verbal and para-verbal cues besides active listening elements of their acting peers by taking notes individually.

Step 4: Hand the situation cards to the other two and give them 5 min. to prepare before they start with the role-play.

Step 5: After 15 min., stop the roleplay and let the observers give their view on particular active listening elements they noticed – good and not so good ones. Give the group 15 more minutes to discuss the results.

Situation card: server

You are a server at a busy restaurant, and you have been informed that one of your guests has a severe seafood allergy. As you approach the table to take their order, the guest expresses their concern about potential cross-contamination and asks for recommendations for safe seafood-free options on the menu.

Your task is to actively listen to the guest's concerns, acknowledge their dietary restrictions, and provide personalised recommendations while

Situation card: guest

You are a guest and are visibly anxious about your seafood allergy. You are looking for reassurance and guidance in selecting a safe and enjoyable seafood meal.

Individual Work Assignment 6: Follow-up reflection based on the Active listening activity

Materials: paper, pen, or PC/ tablet/ mobile phone to write down some strategies on how to improve the individual performance.

For the actors, they can take the provided feedback and input as a basis. The observers should think of a similar situation and reflect on good and not so good aspects of their active listening skills then.

They could take notes in two columns: the first about the elements they might like to improve, the other about strategies how to improve them.

You can read more about this topic here: <https://instituteod.com/active-listening-why-difficult/> and <https://www.bhf.org.uk/information-support/heart-matters-magazine/wellbeing/how-to-talk-about-health-problems/active->

Learning objective

6.3.3 Techniques for effective guest engagement

Applying techniques for effective guest engagement, hospitality businesses can create meaningful connections, drive guest satisfaction. It is important to stay responsive and accessible across multiple platforms to ensure seamless communication, but also to engage users in communications, like offering they can share user-generated content, testimonials. This can build credibility, increase trust, and attract new guests. (See reference sheet 6.3.3.a)

By implementing these strategies and addressing potential risk factors, hospitality businesses can effectively invite guests to share UGC, manage the quality and response, and leverage guest-generated content to enhance their online reputation and engage with their audience.

Reference Sheet 6.3.3.a: Techniques related to communication for effective guest engagement

Communication Channels: a mix of digital communication channels, such as email, social media, SMS, and mobile apps, can help to interact with guests before, during, and after their stay

Personalisation: tailored interactions, including tailored communication and recommendations, based on guests' preferences, interests, and past behaviour.

Event and Experiential Marketing: special events, workshops, and experiences that engage guests on a deeper level help create memorable moments.

Social Proof and User-Generated Content: Encourage guests to

Activity 6.3.3: Encourage UGC (User-Generated Content)

Materials: paper and pens

Instruction:

Step 1: Invite the learner group to get into pair of threes.

Step 2: Give them each 15 minutes to take notes of (serious) strategies they can come up to encourage guests share user-generated content.

Step 3: Ask each group to present in an Elevator Pitch their result. (Example answers are listed in this activity)

Step 4: At the end of the activity, discuss with them in 15 min. any risks they should be aware of (e.g. copyright, privacy and data protection, etc.)

Example answers could include the following:

Run Contests and Campaigns: Host UGC contests, challenges, or campaigns that encourage guests to share their photos, videos, and stories related to their experience at your business. Offer incentives, prizes, or exclusive perks to motivate participation.

Create Shareable Moments: Design photogenic spaces, experiences, and amenities that are visually appealing and share-worthy. Encourage guests to capture and share their moments on social media by highlighting unique features or settings.

Feature UGC on Marketing Channels: Showcase guest photos, reviews, and testimonials on your website, social media, and marketing materials. Highlight UGC that captures the essence of your brand and resonates with your target audience.

Share Social Media Handles: Display your social media handles, hashtags, and sharing prompts throughout your property and on

Reference Sheet 6.3.3.b: Risks and measures to limit negative impact

Risk factors associated with UGC sharing include

Negative Reviews: Negative reviews or complaints may damage your reputation if left unaddressed or mishandled. Respond promptly and professionally to negative UGC to mitigate the impact on your business.

Inappropriate Content: Guests may share inappropriate or offensive content that could harm your brand image. Monitor UGC channels regularly and moderate content to prevent inappropriate material from being visible to the public.

Lack of Control: Businesses may face challenges in controlling the narrative and messaging when guests share UGC. Provide guidelines, policies, and training for staff to manage UGC effectively and maintain brand consistency.

Measures to avoid or limit negative impact

Regularly monitor UGC on social media, review platforms, and other channels to ensure the quality and relevance of content. Remove inappropriate or spam content, while promoting genuine and impactful guest contributions.

Acknowledge and engage with guests who share UGC by liking, commenting, and sharing their posts. Show appreciation for their contributions and encourage further interaction through meaningful responses.

If you receive negative UGC, handle it promptly and professionally. Respond privately – publically only with support

Learning objective**6.3.4 Telephone communication rules (etiquette) in the hospitality sector**

Effective communication on the phone in the hospitality sector may have some unique aspects compared to communication in other sectors due to the specific nature of the industry. Telephone communication is certainly a critical aspect of customer service in the hospitality sector, and it is important to adhere to specific etiquette guidelines to ensure professionalism and efficiency. Active listening is one key element in all verbal communication and should also be considered when on the phone, but there are certainly some more rules a learner should be able to name and remember. (See reference sheet 6.3.4)

Reference Sheet 6.3.4: Some telephone communication rules that are commonly followed in the hospitality industry

Answer promptly: Respond to incoming calls promptly, preferably within three rings, to demonstrate attentiveness and respect for the caller's time.

Identify yourself and your organisation: When answering the phone, greet the caller with a professional and friendly tone, state your name, and clearly identify your hotel or establishment to provide a personalised and welcoming experience.

Speak clearly and professionally: Use a clear and courteous tone of voice, speak at a moderate pace, and avoid using jargon or slang that may confuse the caller. Maintain a professional demeanour throughout the conversation.

Offer assistance and provide information: Be attentive to the caller's needs, offer assistance or solutions to their queries, and provide accurate information about hotel services, room availability, rates, amenities, reservations, and any other details requested.

Confirm details: Repeat important information such as reservations, booking confirmations, guest preferences, and requested services to ensure accuracy and avoid misunderstandings.

Transfer calls effectively: If a caller needs to be transferred to another department or staff member, inform them before transferring the call and provide a clear introduction to the new contact to facilitate a seamless transition.

Use hold and transfer courteously: If you need to place a caller on hold, ask for their permission first, provide an estimated time for the hold, and periodically check back with them. When transferring a call, ensure the connection is established before

Follow up if necessary: If you promise to follow up on a request or inquiry, ensure you do so promptly and provide the caller with the necessary information.



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Activity 6.3.4: Telephone conversation quiz

Instruction: Read the following questions/statements and circle the correct answer with your pen/pencil. Discuss your answers with the group.

How many rings should you aim to answer an incoming call within in the hospitality sector?

- A) 5 rings
- B) 3 rings
- C) 7 rings
- D) 10 rings

What should you do when answering the phone in a hotel or establishment?

- A) Speak loudly
- B) Identify yourself and your organisation
- C) Use slang language
- D) Interrupt the caller

What is the importance of active listening in phone communication in hospitality?

- A) It is not necessary.
- B) It helps to understand the caller's needs accurately.
- C) It can be overwhelming for some callers.
- D) It delays the call.

What should you do if you need to transfer a call to another department or staff member?

- A) Transfer the call without informing the caller
- B) Inform the caller before transferring the call
- C) Transfer the call without establishing a connection
- D) Disconnect the call immediately

Why is it important to end the call professionally in the hospitality sector?

- A) It is not necessary to end the call professionally
- B) To provide an excellent guest experience
- C) To frustrate the caller
- D) To hang up abruptly

How should you handle placing a caller on hold in the hospitality sector?

- A) Place the caller on hold without asking for permission
- B) Provide an estimated time for the hold
- C) Forget about the caller on hold
- D) Keep the caller waiting indefinitely

Why is personalised and welcoming tone important in phone communication in hospitality?

- A) It does not matter how you speak on the phone
- B) To create a positive first impression and build rapport
- C) To annoy the caller
- D) To provide inaccurate information

How can hospitality professionals handle challenging situations on the phone effectively?

- A) Panic and hang up the call
- B) Show empathy and offer solutions
- C) Ignore guest complaints
- D) Be indifferent towards guest concerns

Answer keys:

1. B) 3 rings
2. B) Identify yourself and your organisation.
3. B) It helps to understand the caller's needs accurately.
4. C) Speak clearly and professionally.
5. B) Inform the caller before transferring the call.
6. B) To provide an excellent guest experience.
7. B) Provide an estimated time for the hold.
8. B) To create a positive first impression and build rapport.

4. Learning Unit 6.4: Intercultural and inter-generational communication, and the impact of guest profiles on communication

• *Learning Unit Description*

In this learning unit, learners are familiarised with typical basic aspects of guest profiles and examples used to practice intercultural, intergenerational communication situations, as well as being able to respond to vulnerability aspects in communication.

• *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO6.4: Apply targeted communication according to the guest profile	<p>6.4.1 Understanding target audiences and their communication preferences before and during the stay at the hospitality entity</p> <p>6.4.2 Practice communication with a variety of cultural considerations, generational differences, vulnerability aspects, and guests' preferred communication channels</p>	3

• **Learning Outcome 6.4 – Activities and Reference Sheets**

- LO6.4 Apply targeted communication according to the guest profile

Learning objective	6.4.1 Understanding target audiences and their communication preferences before and during the stay at the hospitality entity
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To effectively communicate with guests in the hospitality industry, it is essential to understand the communication preferences and any cultural nuances of target audiences. By recognising the diverse backgrounds and personal needs of guests, hospitality professionals can tailor their approach to engage more meaningfully. This includes being mindful of language barriers, adjusting tone and formality, providing relevant information, and employing respectful body language, like maintaining positive eye contact and a friendly demeanour. It is equally important to be mindful of the unique needs and preferences of, for instance, elderly guests and guests with impairments. (See reference sheets 6.4.1.a to 6.4.1.c).

For elderly guests, this may include using clear, easy-to-read communication materials, speaking at a comfortable pace, and providing accessible information about facilities and services. When interacting with guests who have impairments, ensure that communication is inclusive and accommodating. This could involve offering materials in alternative formats (e.g., braille or large print, primary and complementary colours, written text supported by graphical representation), and understanding their specific requirements. (See reference sheet 6.4.1.d). Catering to the distinct needs of these guests, building cultural awareness, and adapting communication styles ultimately contribute to a more welcoming and enjoyable experience for guests throughout their stay.

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Reference Sheet 6.4.1.a: Some reasons for differences in communication preferences

People may have different communication preferences due to a variety of factors, including:



Cultural background: Different cultures have their own communication styles, values, and norms that influence how people interact with each other.

Age and generation: People from different age groups or generations may have distinct communication habits and preferences. Younger generations tend to prefer digital communication, while older generations might favour face-to-face or phone conversations.

Sensory abilities and preferences: Individuals with sensory impairments or different sensory preferences might favour certain communication methods. For instance, a person who is hard of hearing might prefer written or visual communication.

Professional background: A person's occupation or field of study can influence their communication style and preferences. Lawyers or writers might prefer precise, formal language, while those in creative fields might appreciate more informal and expressive communication.

Personal experiences: Past experiences, both positive and negative, can shape an individual's communication

Reference Sheet 6.4.1.b: Personalised Communication Tips

People may have different communication preferences due to a variety of factors, including:

Cultural Sensitivity: Be aware of cultural differences and adapt your communication style accordingly. For instance, some cultures prefer more formal interactions, while others appreciate a casual approach. Be mindful of personal space and cultural norms.

Patience and Understanding: Recognise that guests with disabilities may have unique needs or requirements. Speak clearly, slowly, and at a moderate volume; be patient; and offer additional assistance if needed. Use simple, easy-to-understand language, especially when conversing with guests who are not native speakers of the local language.

Accessible Communication: Provide information in different formats, such as braille or large print, for guests with visual impairments. Be prepared to communicate using sign language or provide communication aids for guests with hearing impairments.

(NB: remember active listening and non-/para-verbal



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Reference Sheet 6.4.1.c: Introduction - Five Specific Cultural Considerations as a Starter

In many **Middle Eastern** cultures, it is considered disrespectful to show the soles of your feet or use your left hand for eating or gesturing.

In **Japan**, it is customary to leave a small amount of food on your plate when finishing a meal, as cleaning your plate implies the host did not provide enough food.

In some **South American** countries, arriving on time for social events is not expected; guests often arrive 30 minutes to an hour late, and punctuality may be perceived as being too eager.

In certain **African** cultures, maintaining direct eye contact can be seen as aggressive or confrontational, so it's important to be mindful of how much eye contact you make during conversation.

In some **Southeast Asian** countries, such as Thailand, touching someone's head, especially without permission, is viewed as disrespectful, as the head is considered the most sacred part of the body.

Also within **Europe**, you might find interesting different communication behaviours, e.g., affirmative nodding in Bulgaria, personal distance in conversations among people from the north, getting straight to the point in a dialogue in

Individual Work Assignment 7: Hand signs and their meaning

Materials: PC, tablet, or mobile phone

To deepen your knowledge and find out more about hand signs and their meanings

<https://www.reisekompass.at/handzeichen-in-anderen-laendern/>,
<https://www.welt.de/reise/article118369800/Das-sind-die-wichtigsten-Handzeichen-weltweit.html>

suggested to use Google Translate or similar for other languages

Reference Sheet 6.4.1.d: Some specific recommendations for communicating with blind individuals

Identify yourself: When approaching a blind person, always introduce yourself, use your name and job role, and address them by name when known. This helps them know who is speaking to them.

Be mindful of language: Use a normal tone and volume when speaking to a blind person, but avoid phrases like "Do you see what I mean?" or "Look over there." Instead, use phrases like "Do you understand?" or "Over to your right."

Describe the surroundings: Offer to describe the environment, including any obstacles or points of interest. This helps blind individuals build a mental image of their surroundings.

Assistance and independence: Blind people are capable of many things, so don't make assumptions about their abilities or limitations. Ask if they need help, but don't assume they do. If they accept your offer, let them take your arm and walk slightly ahead of you. If they have one, don't touch or distract service animals while they are on duty.

Learning objective

6.4.2 Practice communication with a variety of cultural considerations, generational differences, vulnerability aspects, and guests' preferred communication channels.

To enhance communication in the hospitality industry, it is crucial to be mindful of various factors that influence guest interactions. These include understanding cultural nuances, bridging generational gaps, addressing vulnerability aspects, and accommodating guests' preferred communication methods. To explore cultural awareness and sensitivity in your approach to guests from diverse backgrounds, find in this unit some activities that can help you stay attentive to vulnerability aspects such as disabilities or language barriers.

Reference Sheet 6.4.2: Example Guest Profiles

Profile 1: A Young Woman from the Far East

As a young woman from the Far East, this guest is likely to value respect, politeness, and formality in her interactions with hospitality staff. She may expect clear communication in her native language or English, as well as assistance with navigating unfamiliar cultural norms. Remember that according to some cultural norms, men should not approach her directly, or be alone with her in a room. To provide excellent service, hospitality staff should adopt a courteous and attentive approach, offering guidance on local customs and addressing her preferences with care.



Profile 2: Elderly Man

An elderly male guest may prioritise a calm, patient, and considerate communication style. He might appreciate a slower pace of conversation, clear enunciation, and attentive listening. Staff should be prepared to accommodate specific requests related to accessibility, mobility, or dietary requirements. Showing genuine concern for his comfort and well-being will contribute to a positive experience for this guest.



Profile 3: A Person in a Wheelchair

For a guest using a wheelchair, empathy, understanding, and a proactive approach are crucial. This guest may require assistance with navigating the facility, accessing information in alternative formats, or receiving tailored services. Hospitality staff should communicate clearly and respectfully, offering support without being intrusive. Providing accurate



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Activity 6.4.2: Example conversations:**Materials:** none**Instruction:**

Step 1: Read the conversation, then discuss 10 minutes in pairs if this counts in general as a good practice, if something could be improved, or how you would have handled it.

Step 2: Talk in the class, then have the teacher guide the conversation. The time will depend on the group size, but it should not take longer than 15 minutes.

#1: Conversation between a young hotel staff member and a female guest from the Far East**Conversation at the hotel front desk:**

Staff: Hey there! Checking in?

Guest: Yes, I have a reservation under the name of Liu.

Staff: Cool. We just need your ID, and we'll get you sorted.

Guest: Here you go. May I ask if the hotel provides any information on local customs or cultural events?

Staff: Uh, not really. But you can always Google it. Here's your key. Enjoy your stay!

Suggested Answer for the teacher or shown to learners at the end of the activity:

In this conversation, the staff member's language is too informal and abrupt which may be perceived as disrespectful by the guest. The staff

#2: Conversation at a restaurant between a staff member and a person in a wheelchair

Materials: none

Instruction:

Step 1: Get a new peer from the group to partner with you in this exercise.

Step 2: Read the conversation, then discuss in pairs if this counts in general as a good practice, if something could be improved, or how you would have handled it. You have 10 minutes. in total for this step now.

Step 3: Talk again in the class, then with the teacher guiding the conversation. The time will depend on the group size, but it should not take longer than 15 minutes.

Conversation at a restaurant front desk:

Staff: Welcome! Do you have a reservation?

Guest: Yes, I do. It's under the name James. I also wanted to inquire if you have accessible seating options.

Staff: Sure, we can arrange that. Just a moment. [After a brief pause], there you go. You'll be seated at table 12.

Guest: Thank you. Could you please also help me understand the menu options? I have some dietary restrictions.

Staff: The menu is pretty self-explanatory. You can just look through it and pick whatever suits you. We also have a QR code to use. Enjoy your meal!

Suggested Answer for the teacher or shown to learners at the end of the activity:

In this conversation, the staff member appears dismissive and unhelpful regarding the guest's inquiries about accessibility and dietary

#3: Conversation in a hotel with the cleaning staff

Materials: paper and pens

Instruction:

Step 1: For this last round, go to the person on your left-hand side and practice with him/her the following activity.

Step 2: As a third hands-on experience, imagine a conversation of another guest with your peer and any requests towards the cleaning staff in a hotel. Use the third profile from the reference sheet for your imaginary guest. Take notes on what this person might need or want during the 10 minutes.

Step 3: Practice the conversation with your peer. One of you is a staff member, and one is a guest. You have not thought of what the staff member should say, do, or how s/he should behave, but you have thought of a good practice to implement in your communication style in your conversation, now remembering what you have heard so far on good practices.

But to also make it a little more complicated for the one acting as the "guest," the teacher will distribute to some of the learners some material to blindfold them, to others some headphones, and to some others either one-finger gloves to put on during the activity.

Take 5 minutes for this communication situation while the teacher is

5. Learning Unit 6.5: The Role of Communication in Marketing the Hospitality Services

• *Learning Unit Description*

Professional communication can also be used to market the services of the hospitality entity. It is important to understand how to communicate effectively for promotional activities that can highlight the user experience and provide narratives for user journeys, for instance. Learners will also practice responding to a variety of guest reviews and turning them into marketing messages that are beneficial for their hospitality entity.

• *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO6.5 Recall the role of communication in marketing hospitality services	<p>6.5.1 The role of communication in promoting hospitality services effectively</p> <p>6.5.2 Storytelling for creating persuasive websites, social media, promotional materials, and other means for emotional connection with potential guests</p> <p>6.5.3 Practice responding to guest comments and managing online reviews</p>	3

• **Learning Outcome 6.5 – Activities and Reference Sheets**

- LO6.5 Recall the role of communication in marketing hospitality services

Learning objective**6.5.1 The role of communication in promoting hospitality services effectively**

Effective communication plays a pivotal role in promoting hospitality services by ensuring that businesses clearly convey their services to increase visibility, attract new customers, foster customer loyalty, differentiate themselves from competitors, showcase their unique offerings, enhance brand awareness, and ultimately drive revenue growth and long-term success. In this section, it is to think of when and how a customer might come into contact with or find communication about and from the hospitality service. This is part of marketing, which refers to the strategic process of identifying, anticipating, and satisfying customer needs and wants through the creation, promotion, and distribution of products, services, and ideas to achieve organisational goals and build long-term relationships with customers. Understanding and knowing the target audience's preferences, interests, and needs to tailor content accordingly has been discussed earlier. To know how to communicate effectively for promotional activities, it is also about considering the “user journey” and then how to best promote the hospitality service.

Reference Sheet 6.5.1.a: A User Journey

A user journey in the hospitality industry refers to the various stages a customer goes through when interacting with a hospitality business.

The customer becomes aware of the hospitality business through marketing, word-of-mouth, or online search, for instance.

Consideration: The customer researches and evaluates the business, comparing it to competitors based on factors like price, location, amenities, and reviews.

Booking: The customer decides to book a stay at the hospitality business, either directly through the business's website or via a third-party platform.

Pre-arrival: The customer receives confirmation and any additional information or offers to enhance their stay, such as upgrade options or local recommendations.

Arrival and stay: The customer arrives at the property, experiences the service and amenities, and forms opinions about the business.

Check-out and departure: The customer completes the checkout process, provides feedback (if prompted), and leaves

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Reference Sheet 6.5.1.b: A vivid picture fosters emotional connections.

Engaging content and personalised recommendations: Use visually appealing elements (including eye-catching images, videos, and infographics, develop immersive virtual tours; offer useful information, insights, or solutions; encourage interactions (e.g., two-way communication, asking questions, and opening polls); but remember to align all of them with your brand values.

Testimonials and reviews: Share customers' experiences because they are valuable social proof that build credibility, trust, and reputation; implement them by showcasing positive feedback prominently on your website, in marketing materials, and across social media platforms; and encourage satisfied customers to leave reviews on popular review sites like TripAdvisor, Google My Business, Booking.com, HRS, or other booking sites.

Social media platforms: Utilise social media platforms to strengthen brand identity and engage with your audience effectively by maintaining a consistent brand voice and style across all channels, and establish a regular publishing schedule to keep followers informed and interested in your hospitality services.

Storytelling techniques: Incorporate storytelling techniques into your marketing strategy to create a compelling narrative around your hospitality services, highlighting unique

Learning objective

6.5.2 Storytelling for creating persuasive websites, social media, promotional materials, and other means for emotional connection with potential guests

Storytelling is the art of crafting and sharing narratives that engage, inspire, and emotionally connect with your audience. It involves creating a captivating sequence of events using words, images, or sounds, to communicate a message, or idea, often incorporating elements like characters or specific situations to evoke a strong emotional response and leave a lasting impression on the audience. The first thing to start with here is, of course, your hospitality business, but also the target audience you should have already identified by applying the knowledge from the earlier units. Remember also to use visuals and sensory details like photos and videos or real-life stories from satisfied guests to build trust and credibility, as highlighted in the previous unit.

Reference Sheet 6.5.2: Important elements to consider for storytellers

A strong **narrative structure**: Establish a clear beginning, middle, and end, incorporating elements like characters (real ones like guests, staff members, or the hospitality business, or fictive ones). Include specific situations (e.g., a challenge or problem that the characters face during their experience with the hospitality business). And, provide a solution (showing how your hospitality business goes above and beyond to resolve the issue and ensure guest satisfaction) to create an engaging story.

Highlight **unique experiences**: Use vivid descriptions and anecdotes to showcase your hospitality business's distinctive offering (e.g., special amenities, services, or experiences that set your business apart from other market players), the atmosphere (like the ambiance and vibe of the business, including décor, lighting, and the overall environment, which contribute to the guest's overall experience and emotions during their stay), and guest experiences (all interactions and moments that guests have during their stay, such as the warmth of the staff, the quality of the food, and the comfort of the accommodations).

Emotions and tracking results: Tap into your audience's emotions, such as joy, excitement, or nostalgia, to create a deeper connection with your brand and track the performance of your storytelling efforts, gather audience feedback, and adjust your approach as needed to improve engagement and impact.

Consistency: Maintain a consistent tone, style, and message across all storytelling efforts to reinforce your brand identity and establish recognition among your audience.

Audience **engagement**: Encourage interaction and participation from your audience, such as through interactive elements, user-generated content, or calls to action that prompt them to engage with your



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Activity 6.5.2: Example storytelling exercise

Title: *A Taste of Tuscany*

Materials: paper, pen, and internet access for visuals

Instruction:

Step 1: Introduce and explain the two aspects there are in the storytelling technique: the structural aspects of storytelling and the unique aspects of the hospitality business that contribute to the narrative and overall guest experience. Let them read the introduction below and clarify any questions.

Structural Aspects:

Characters in our example: Sophia, a guest from the United States; Marco, the owner of a family-run agriturismo (i.e., also known as "agritourism" or "farm-stay," which is a type of accommodation that combines agricultural activities with tourism) in Tuscany, Italy.

Conflict in our example: Sophia desires to experience authentic Tuscan cuisine and learn local cooking techniques but doesn't know where to start.

Narrative Experience:

Sophia arrived at Marco's agriturismo, nestled in the picturesque hills of Tuscany, hoping to immerse herself in the local food culture. She mentioned her interest in Tuscan cuisine to Marco, who was delighted to offer his assistance.

Marco introduced Sophia to their on-site cooking classes, led by his mother, a seasoned cook specialising in traditional Tuscan dishes. Over the next few days, Sophia learned to prepare homemade pasta, regional specialties like ribollita, and even tiramisu for dessert.

Example Story: Based on the situation presented above, the story and visuals could be the following:

Title: *Sophia's Tuscan Culinary Adventure*

Nestled in the picturesque hills of Tuscany, Italy, lies an enchanting family-run agriturismo that offers more than just breath taking views. Sophia, a guest from the United States, discovered the magic of this hidden gem during her recent stay, immersing herself in the rich local food culture with the help of Marco, the owner.

Longing to experience authentic Tuscan cuisine, Sophia shared her passion with Marco, who eagerly introduced her to their on-site cooking classes, led by his mother, a seasoned cook specialising in traditional Tuscan dishes. Over the course of her stay, Sophia learned the secrets of preparing homemade pasta, regional specialties like ribollita, and even the decadent tiramisu for dessert.

Sophia's days were filled with the delightful aromas of fresh ingredients, the warmth of newfound friends, and the laughter that echoed through the cosy kitchen. As she tasted the fruits of her labour, savouring the delectable meals she helped create, she knew she had stumbled upon an experience like no other.

Exploring the agriturismo further, Sophia sampled their exquisite homemade olive oil and wine, connecting with the land and its rich heritage. With each passing day, her love for Tuscany deepened, and the memories etched in her heart would last a lifetime.

Discover the authentic taste of Tuscany at our family-run agriturismo, where warm hospitality and culinary adventures await. Book your stay today and let the flavours of Italy come alive!

Visuals suggested:

- Photos of Sophia participating in cooking classes, interacting with Marco and his family.
- Close-up shots of the dishes prepared during the classes

Channels suggested to publish the story are:

- **Website:** Published on a website blog section to provide potential guests with an engaging glimpse into the experiences the agriturismo offers, including a call-to-action encouraging readers to book their stay and share the story on social media platforms.
- **Social media:** sharing excerpts of the story on social media platforms like Facebook and Instagram, accompanied by eye-catching visuals. Use relevant hashtags, such as #TuscanCuisine, #CulinaryAdventure, and #Agriturismo, to reach a broader audience and attract potential guests.
- **Social media ads:** Craft short, captivating text highlighting the unique aspects of agriturismo and inviting viewers to learn more about Sophia's story by visiting your website. Use a combination of photos and short video clips showcasing cooking class activities, the agriturismo's picturesque setting, and satisfied guests enjoying their stay.
- **Brochures:** Include a condensed version of the story, focusing on the unique aspects of the agriturismo and Sophia's memorable experiences. Use high-quality images of the agriturismo's surroundings, cooking classes, guest interactions, and local food. Choose photos that evoke a sense of warmth, authenticity, and adventure.
- **Postcards:** Write a short, enticing snippet from Sophia's experience that captures the essence of the agriturismo and its offerings. Select one or two eye-catching images that showcase the agriturismo's beauty, such as a stunning landscape or an inviting meal prepared during the cooking class.
- **Email newsletter:** Share the full story or an excerpt to engage subscribers and provide a glimpse into the agriturismo's offerings. Include a link to your website for more information and booking options. Embed images from Sophia's experience, the agriturismo's setting, and mouthwatering dishes. Utilise a visually appealing layout to captivate readers.

Task: Invitation for Personal Hospitality Business and Service:

Create unforgettable experiences for your guests by offering unique, hands-on activities that showcase your region's cultural treasures, such as cooking classes, guided tours, or artisan workshops. By highlighting the warmth of local hospitality and embracing your destination's distinctive charms, you'll leave a lasting impression and foster a sense of connection that keeps guests coming back for more.

Step 3: Ask each group to brainstorm and create a short story, incorporating the structural aspects of storytelling (characters, conflict, and resolution), as well as highlighting the distinctive offerings, atmosphere, and guest experiences.

Step 4: Within each group, have one members take turns practicing their storytelling skills. One member will act as a potential guest, expressing interest in a specific experience, while the other will share their story, addressing the potential guest's interests and needs.

Step 5: Encourage the "guest" to provide feedback on the story and its delivery, focusing on elements such as engagement, clarity, and emotional impact. The group can then discuss ways to refine their narrative and improve their communication approach.

Learning objective

6.5.3 Practice responding to guest comments, and managing online reviews

Responding to guest comments and managing online reviews is crucial in the hospitality business to ensure customer satisfaction, reputation management, and ongoing improvement. Guest comments and reviews provide valuable

feedback that can help identify areas for improvement, address customer concerns, and highlight positive experiences. By responding to guest comments promptly and professionally, hospitality businesses demonstrate their commitment to customer service and show that they value feedback from their guests. Managing online reviews also plays a significant role in influencing potential customers' perceptions and decisions. Positive reviews can attract new customers and build trust, while negative reviews present an opportunity to address issues transparently and showcase the business's responsiveness and dedication to customer satisfaction. Overall, actively engaging with guest comments and online reviews can help hospitality businesses build a strong reputation, enhance customer loyalty, and drive business growth.

Reference Sheet 6.5.3: Dos & Don'ts

DOs:

Do respond to guest comments and online reviews promptly, ideally within 24-48 hours.

Personalise your responses by addressing the guest by name and acknowledging their specific feedback.

Do thank guests for their feedback, whether positive or negative, and express appreciation for their input.

Do apologise for any negative experiences or shortcomings, and show empathy towards the guest's concerns.

Do offer solutions or ways to resolve any issues raised by guests and provide contact information for further assistance, if needed.

Do maintain a professional and courteous tone in all responses, even when addressing negative feedback.

Do use guest comments and reviews as an opportunity to showcase your commitment to customer satisfaction and

DON'Ts:

Don't ignore or neglect guest comments or online reviews, as this could harm your reputation and deter future bookings.

Don't respond defensively or argue with guests, even if you disagree with their feedback.

Don't disclose confidential or sensitive information in your responses to maintain guest privacy.

Don't use generic or canned responses for every guest comment, as personalised responses are more effective.

Don't delete or hide negative reviews, as this could be seen as dishonest and damage your credibility.

Don't engage in heated debates or conflicts with guests online, as this can reflect poorly on your business.

Individual Work Assignment 8: Review Replies

Materials: paper, pen, or computer

Instruction:

Step 1: Find below some example reviews to respond to by commenting professionally, acknowledging feedback, and offering solutions or resolutions where suitable. Introduce them to the group.

Step 2: Learners can do this task as an individual task at home.

Activity 6.5.3: Replying to reviews

Materials: paper and pen or computer

Instruction: Read the following questions/statements and circle the correct answer with your pen/pencil. Discuss your answers with the group.

Step 1: Learners can present the result produced at home to the group.

Step 2: One of the reviews can be selected, and two or three replies can be discussed with the whole group.

It is important to highlight during the discussion that the two hardly true reviews should be approached with tact and diplomacy, without directly denying the guest's experience but rather sharing the business's perspective and commitment to customer satisfaction. Handling true reviews honestly and effectively shows a proactive approach to addressing guest concerns and enhancing the overall guest experience.

Estimated duration: 30 minutes

Title: *Your latest reviews*

- Hotel (Booking Platform Review):

Review on Booking.com: "The hotel was dirty, and the staff was rude. I would never stay here again." (Hardly True Review)

- Restaurant (Instagram Review):

Post on Instagram: "Worst meal ever at [Restaurant Name]. Food was cold, service was slow, and the prices were outrageous." (Hardly True Review)

- Spa Service (Blog Review):

Blog Review: "My experience at [Spa Name] was terrible. The massage was painful, the facilities were dirty, and the staff was unprofessional." (True Review - handle it as if it were true.)

6. Learning Unit 6.6: Professional Communication Skills for Interacting with Colleagues and Supervisors

• Learning Unit Description

This learning unit focuses on the need for empathic and professional language used among colleagues in the hospitality sector. Practices and techniques for giving accurate and prompt replies and information are important for guests, as well as for peers and superiors in the industry. Learners will explore active listening, practices to maintain professional language in stressful or emotional situations with their colleagues, as well as apply feedback-giving and-receiving techniques, for instance.

• Learning Outcomes and Objectives

Learning Outcomes	Learning Objectives	Duration (Hours)
LO6.6: Apply professional communication skills for interacting with colleagues and supervisors	<p>6.6.1 Rules and techniques for respectful communication among colleagues at any time in the hospitality entity</p> <p>6.6.2 Professional practices for asking for assistance, feedback, and maintaining a positive workplace culture in the hospitality entity</p> <p>6.6.3 Importance/necessity of delivering prompt, accurate, and efficient information and reports during busy hours in the hospitality entity</p>	2

• Learning Outcome 6.6 - Activities and Reference Sheets

- LO6.6 Apply professional communication skills for interacting with colleagues and supervisors

Learning objective

6.6.1 Rules and techniques for respectful communication among colleagues regardless of time or other stressful circumstances in the hospitality entity

Respectful communication fosters a positive work environment, promotes teamwork, even in the face of challenging circumstances or time constraints. Respectful communication among colleagues should also take place in times and circumstances that create stress. Specific guidelines or principles to follow when communicating with colleagues, as well as techniques referring to the methods or strategies used to effectively implement rules in practice, can help you communicate respectfully.

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Reference Sheet 6.6.1.a: Rules for respectful communication among colleagues

General communication rules:

Ensure effective communication flow by promptly addressing concerns, answering questions, and providing feedback. Express thoughts, ideas, and expectations in a straightforward manner to avoid misunderstandings while also giving full attention to colleagues when they speak, understanding their perspectives, and responding thoughtfully.

Professionalism: Upholding high standards of conduct, treating colleagues with dignity, and respect, addressing conflicts or disagreements in a constructive and diplomatic manner, while being mindful of colleagues' personal space, time, and preferences,

Honesty and Transparency: Communicate openly and honestly with your colleagues, avoiding deceit or hidden agendas, and maintaining appropriate professional boundaries.

Confidentiality: Respect colleagues' privacy by keeping sensitive information confidential and only sharing it when necessary and appropriate.

Empathy and Patience: Consider the feelings and experiences of colleagues, and be receptive to diverse opinions and ideas, especially during challenging situations. Respond with understanding and compassion, staying calm, and refraining from impulsive or aggressive responses.

Positivity: Use words that convey support and encouragement, creating a more constructive communication environment, and also use body language and tone of voice to ensure your message is received positively. Show you are open to feedback, new ideas, and different viewpoints without judgement or defensiveness.

Reference Sheet 6.6.1.b: Techniques for respectful communication among colleagues

Remember the communication details presented for situations you may find yourself in with guests, customers, or other stakeholders when communicating with your colleagues. In addition, here are some very specific ones:

"I" statements: When expressing your thoughts or feelings, use "I" statements to avoid placing blame on or making assumptions about others. For example, "I feel overwhelmed with my current workload" instead of "You always give me too much work."

Paraphrasing: After listening to a colleague, paraphrase it back to them to ensure you've understood their message correctly. This shows you're actively listening and helps prevent misunderstandings.

Feedback giving and receiving: Encourage colleagues to feel comfortable providing constructive feedback and suggestions, and show appreciation for their input. When giving feedback, be specific, timely, respectful, and actionable. When receiving feedback, seek clarification when necessary. In general, remain open-minded and receptive to constructive criticism.

Cohesion: Offering support, sharing responsibilities, and working collaboratively to overcome challenges can create a sense of unity and teamwork among team members,

Learning objective

6.6.2 Professional practices for asking for assistance, feedback, and maintaining a positive workplace culture in the hospitality entity

Professional practices for asking for assistance and feedback while maintaining a positive workplace culture in a hospitality entity involve creating an environment where open communication, collaboration, and constructive feedback are encouraged. This includes approaching colleagues or supervisors respectfully when seeking assistance or guidance, actively listening to feedback provided, and implementing suggested improvements with a positive attitude. It suggests being respectful of others' time and priorities and following any established protocols or procedures for seeking assistance. Additionally, it builds on knowing who the right person or team member for help is. So, it is important to memorise the names and functions of colleagues at the workplace.

Reference Sheet 6.6.2.a: Rules for Giving Feedback

Be Specific: Provide specific examples or observations to illustrate your feedback. Avoid generalisations and be clear about the behaviour or issue you are addressing.

Be Timely: Give feedback in a timely manner, ideally soon after the observed behaviour or situation occurred. This helps ensure that the feedback is relevant and actionable.

Be Constructive: Frame your feedback in a positive and constructive manner, focusing on the behaviour or performance rather than personal characteristics. Offer suggestions for improvement and be supportive in your approach.

Be Objective: Base your feedback on facts and observations rather than assumptions or personal opinions. Avoid bringing emotions or biases into the feedback discussion.

Be Empathetic: Consider the recipient's perspective and feelings when delivering feedback. Show empathy and understanding, and be receptive to their response or reaction.

Be Two-Way: Encourage a dialogue by inviting the recipient to share their thoughts, feelings, and perspective on the feedback. Listen actively and be open to their feedback as well.

Be Goal-Oriented: Tie the feedback to specific goals or objectives and discuss how the recipient can improve or

Reference Sheet 6.6.2.b: Rules for Receiving Feedback

Be open-minded: Approach feedback with an open mind and a willingness to listen and learn. Be receptive to different perspectives and avoid becoming defensive or dismissive.

Be Appreciative: Acknowledge and appreciate the feedback, recognising that it is an opportunity for growth and improvement. Express gratitude for the input and insights shared.

Ask for Clarification: Seek clarification or examples if you do not fully understand the feedback provided. Ask questions to better understand the feedback and how you can address any areas for improvement.

Reflect: Take time to reflect on the feedback and consider how it aligns with your goals, values, and performance. Reflect on your own behaviour or actions and identify areas where you can make changes or improvements.

Stay Calm: Remain composed while receiving feedback, even if it is critical or challenging to hear. Take deep breaths, manage your emotions, and focus on listening attentively.

Take Action: Commit to taking action on the feedback received by developing a plan for improvement or implementing suggested changes. Set specific goals and milestones for addressing the feedback.

Learning objective

6.6.3 Importance/necessity of delivering prompt, accurate, and efficient information, reports in busy hours in the hospitality entity

In a hospitality setting, timely and precise communication is crucial during peak hours to ensure smooth operations and provide exceptional service to guests. Delivering information quickly and accurately enables efficient decision-making, enhances productivity, and helps maintain high standards of customer satisfaction. This proactive approach helps in managing the fast-paced environment effectively, optimising resource allocation, and addressing any issues promptly, thereby contributing to the overall success and reputation of the hospitality entity. This unit is to explore all the previously acquired knowledge and put the skills into practice.

Activity 6.6.3.a: Role-Play Scenario

To develop essential communication skills among colleagues, this activity enables them to navigate challenging situations and deliver exceptional service to guests effectively. It could be implemented as the suggested role-play, or in real life working scenarios while practicing work-based learning.

Materials: none

Instruction:

Step 1: The teacher should create a role-play scenario where a new staff member is facing a challenging situation in a busy restaurant or hotel setting, such as handling a difficult customer complaint or managing multiple orders simultaneously.

Step 2: Practice asking for assistance. In the role-play, the new staff member should practice asking a more experienced colleague for assistance in resolving the issue. They can use phrases like "Can you help me with this situation?" or "I'm not sure how to handle this; can you provide guidance?"

Step 3: Receiving Feedback - After the scenario, the teacher and the

Activity 6.6.3.b: Group Feedback Exercise**Material:** red card for the teacher**Instruction:**

Step 1: Feedback Circle - In a group setting, divide the learners into pairs or small groups and assign them specific tasks related to customer service, such as handling guest inquiries or managing reservations. Give them 15 minutes for the activity.

Step 2: Giving Feedback - After completing the tasks, each group member can provide feedback to their partner or group members on their performance, highlighting strengths and areas for improvement. They can use constructive phrases like "I appreciate how you handled the customer's request, but maybe next time you could..." Use red cards for non-aimed types of feedback. For each person, you should not give more than 3 minutes. You could help them imagine they are in an elevator and have not much more time for the feedback.

Step 3: Receiving Feedback - The staff members should actively listen to the feedback provided by their peers and reflect on their own performance. They can ask clarifying questions or seek additional advice on how to enhance their skills in daily hospitality business scenarios. Implement this as an individual activity, giving them room and time to walk around and see their peers. In total, the suggested time should not be more than 15 minutes. Make sure that at the end, each person can thank

Activity 6.6.3.c: Write a qualitative, accurate report**Materials:** paper and pens**Instruction:**

Step 1: Select and present one of the following situations, or leave it up to the learners to select one. They should read them carefully and then write a short report within 15 minutes.

Step 2: Collate them and give comments to the individual reports the next time; or if you have time left, collate them, shuffle them, and hand them to groups of two to comment on the reports within the following 10 minutes. You should not only ask for commenting style but also accuracy and proper grammar and vocabulary use.

Estimated duration: 30 minutes**Situation cards:**

- **Customer Complaint Resolution:** In a hotel, you encounter a situation where a guest has a complaint about their room, service, or experience. This incident would need to be reported. Refer to what you know about how to handle customer complaints effectively, resolve issues promptly, and ensure guest satisfaction.
- **Food Safety Violation:** It is important to follow industry regulations to prevent foodborne illnesses. In a restaurant, you witness a food safety violation, such as improper food handling or storage practices. This incident should be reported.
- **Security Concern:** In a nightclub or bar, you have experienced a situation where a patron becomes aggressive or starts a fight. This incident would need to be reported. Consider how to defuse tensions, handle unruly guests, and prioritise the safety of patrons and staff members.
- **Equipment Malfunction:** In a spa or recreational facility, you come across a situation where a piece of equipment, such as a

You can also provide them the following checklist to help them remember the most important aspects for writing such reports.

Checklist for report writing:

Be Concise and Clear: Use clear and simple language to convey information efficiently. Avoid unnecessary details or jargon.

Prioritise Key Information: Identify the most critical information that needs to be included in the report. Focus on key information and outcomes that are essential.

Use Structured Format: Imagine you do not get specific forms to fill in but have to organise the report in a structured format. Use headings, bullet points, and subheadings to improve readability.

Proofread and Review: Take the time to proofread and review the report for any errors or inconsistencies

Scenarios for Writing Skills Competence Check:

Once can be selected for the competence check – reading and providing a text should not last longer than 25 minutes:

Scenario 1 (Letter/Email to Hospitality Guest):

You are the guest relations manager at a luxury hotel and have received a complaint from a guest regarding their recent stay. The guest expresses dissatisfaction with the room service and cleanliness of their accommodation. Write a polite and empathetic response to address the guest's concerns and offer a resolution to ensure their satisfaction.

Scenario 2 (Report for Cultural Considerations):

As the training manager in a resort known for its diverse workforce, you have been tasked with preparing a report on the importance of cultural considerations in communication for staff members. Provide examples of potential cultural barriers that could arise in a multicultural environment and propose strategies to overcome these obstacles to ensure effective communication and collaboration among employees.

Scenario 3 (Website/Blog Input for Emotional Connection):

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You are responsible to work for a boutique bed and breakfast looking to revamp the website to attract more guests and create an emotional connection with potential visitors. Develop a persuasive blog post or website content that tells the story of the B&B, highlighting unique experiences, local attractions, and personalised touches that set your establishment apart from others in the industry. Incorporate storytelling techniques to engage readers and evoke emotions that inspire them to book a stay at your property.

Homework – Assignments with an overall duration of 4 hours – overview:

Individual Work Assignment 1: Introduction to the concept of nonverbal communication and its significance in hospitality settings

Individual Work Assignment 2: Cultural differences (research)

Individual Work Assignment 3: Example letter (writing exercise)

Individual Work Assignment 4: Formatting tips online (research)

Individual Work Assignment 5: Letter writing (writing exercise)

Individual Work Assignment 6: Follow-up reflection based on the Active listening activity (reflection work)

Individual Work Assignment 7: Hand signs and their meaning (research)

Individual Work Assignment 8: Review replies (writing exercise)