

job READY

2023-1-IS01-KA220-VET-000158090

ASSESSMENT TOOLS
AND METHODS

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Icelandic Erasmus+ National Agency (Rannís). Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



Module 6 – Business Communication

Module Assessment – 1 hour:

This module is designed to enhance participants' professional communication skills. It focuses on the various forms of communication required in the hospitality industry. It covers verbal, nonverbal, and written communication, as well as the importance of understanding the audience and cultural considerations in communication.

Overview:

The assessment includes practical activities, writing exercises, and a multiple-choice quiz. Allocate about 1 hour for the entire assessment process.

Topics Covered:

- Section 1: Professional Communication in Hospitality
- Section 2: Communication Channels in Hospitality
- Section 3: Barriers to Effective Communication
- Section 4: Writing for Hospitality
- Section 5: Active Listening and Guest Engagement
- Section 6: Cultural and Generational Considerations in Communication

Assessment Instructions:

Practical Activities: Engage participants in role-playing scenarios where they practice verbal and non-verbal communication skills, such as greeting guests, handling complaints, and conducting telephone conversations. Assess their ability to communicate effectively and professionally in different contexts.

Writing Exercises: As part of the assessment, participants will write a letter, an email, or a report. Evaluate their ability to structure the content logically, use appropriate language, and convey the message.

Multiple-Choice Quiz: Ensure that the quiz system has randomized questions.

After the Assessment:

Review the results and discuss any incorrect answers to clarify misunderstandings. Provide feedback on practical activities and writing

exercises, focusing on improving communication skills for real-world application.

Test knowledge (quizzes), show skills (writing exercises), and practice implementation (observations at the workplace).

Learning Outcomes	Objectives	Suggested assessment	Duration: 1 hour
LO6.1: Define the importance of professional communication skills in the hospitality industry	6.1.1 Professional communication in hospitality	x	
	6.1.2 Two-way communication in hospitality	Knowledge test ("quiz")	5 min.
LO6.2 Name channels and means of communication in a modern hospitality industry	6.2.1 Channels of communication: verbal, nonverbal, para-verbal, and written communication	(Observations at the workplace)	
	6.2.2 Effective simple digital communication means for communication	Knowledge test ("quiz")	5 min.
	6.2.3 Typical communication barriers in the hospitality industry	Knowledge test ("quiz")	5 min.
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 and customers.	Write a letter, report or review, or website or blog input.	25 min.
	6.3.2 Active listening in personal	(Observations at the workplace)	

	communication in the hospitality industry		
	6.3.3 Techniques for effective guest engagement	(Observations at the workplace)	
	6.3.4 Telephone communication rules (etiquette) in the hospitality sector	Knowledge test ("quiz")	5 min.
LO6.4 Apply targeted communication according to the guest profile	6.4.1 Understanding target audiences and their communication preferences before and during the stay in the hospitality entity	Knowledge text ("quiz")	5 min.
	6.4.2 Practice communication with a variety of cultural considerations, generational differences, vulnerability aspects, and guests' preferred communication channels	X (included in writing assignment)	
LO6.5 Recall the role of communication in marketing the hospitality services	6.5.1 The role of communication in promoting hospitality services effectively	x	
	6.5.2 Storytelling for creating persuasive websites, social media, and promotional materials, and other means for emotional connection with potential guests	X (included in writing assignment)	

	6.5.3 Practice responding to guest comments and managing online reviews.	Knowledge test (“quiz”)	5 min.
LO6.6: Apply professional communication skills for interacting with colleagues and supervisors	6.6.1 Rules and techniques for respectful communication among colleagues at any time in the hospitality entity	Knowledge test (“quiz”)	5 min.
	6.6.2 Professional practices for asking for assistance, feedback, and maintaining a positive workplace culture in the hospitality entity	X (Observations at the Workplace)	
	6.6.3 Importance and necessity of delivering prompt, accurate, and efficient information and reports during busy hours in the hospitality entity	X	

Assessment – knowledge quiz:

6.1.2 Two-way communication in hospitality

Knowledge test list elements: *Name at least three of the presented two-way communication elements.*

Answer key:

- **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 feedback. It helps you understand their needs, so you can deliver tailored services that exceed guest expectations.

6.2.2 Effective simple digital communication means for communication

Matching Exercise: *Match each definition with the appropriate term by selecting the correct pairing.*

What is...

Vlog (Video Blog):

Definition: video-based content that offers a more engaging and visual way to share information, stories, or experiences. This

incorporates elements such as animations, interviews, and on-location footage to provide a dynamic and immersive experience for viewers.

Microblogging:

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

Podcast:

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

Live Streaming:

Definition: platforms such as Facebook Live, Instagram Live, or Twitch that offer real-time interactions with audiences. This can be used for service launches, behind-the-scenes tours, Q&A sessions, and interactive events to create a sense of immediacy and authenticity.

Interactive Content:

Definition: content such as surveys, interactive infographics, or videos and presentations that provide an engaging and hands-on experience to guests. This can encourage active participation and help gather valuable insights from the audience.

Scenario Questions**6.2.3 Typical communication barriers in the hospitality industry**

Knowledge Test: Analysing Communication Barriers in the Hospitality Industry

Identify the communication barrier(s) present in each situation described below.

Scenario 1:

In a busy hotel lobby, a guest from Japan approaches the front desk to check-in. The front desk agent, who only speaks English, struggles to understand the guest's requests and preferences due to the language barrier.

Possible communication barrier(s):

- a. Language Barriers
- b. Cultural Differences
- c. Lack of training

Scenario 2:

During a team meeting at a luxury resort, the executive chef introduces a new menu concept inspired by a different cultural cuisine. However, some kitchen staff members, who come from diverse cultural backgrounds, seem confused and hesitant to embrace the changes.

Possible communication barrier(s):

- a. Cultural Differences
- b. Lack of training
- c. Hierarchical Structures

Scenario 3:

At a high-end restaurant, the reservation system crashes, causing confusion among the staff as they struggle to manage bookings and

guest inquiries. The staff members, who are not well-versed in using technical tools effectively, become flustered and unable to assist guests efficiently.

Possible communication barrier(s):

- a. Technology Challenges
- b. Overload of information
- c. Lack of feedback mechanisms

Scenario 4:

A front desk supervisor at a boutique hotel notices that guests often provide feedback through online reviews, but the management team rarely addresses these comments or implements changes based on guest suggestions. As a result, staff members feel demotivated and disconnected from the guest experience.

Possible communication barrier(s):

- a. Cultural Differences
- b. Lack of feedback mechanisms
- c. Nonverbal Communication

Answer keys:

Scenario 1: a) Language Barriers

Scenario 2: a) Cultural Differences

Scenario 3: a) Technology Challenges

Scenario 4: b) Lack of Feedback Mechanisms

6.3.4 Telephone communication rules (etiquette) in the hospitality sector

Telephone Etiquette in Hospitality - Interactive Scenario Quiz.

Scenario 1:

You receive an incoming call from a potential guest inquiring about room availability for a specific date. How should you respond, following the guidelines provided?

- a. Answer the call after five rings, speak quickly, and inform the caller to check the website for availability.
- b. Answer promptly within three rings, greet the caller warmly, and provide accurate information about room availability.
- c. Answer the call after two rings, transfer the call to reservations without properly identifying yourself.

Scenario 2:

A guest calls to make a restaurant reservation at your hotel. How should you handle the call to ensure a positive guest experience?

- a. Speak in a casual tone, avoid confirming details, and transfer the call to another department without informing the guest.
- b. Identify yourself and the hotel, offer assistance in booking the reservation, and confirm details such as date, time, and number of guests.
- c. Place the caller on hold without permission and forget to follow up on the reservation request.

Scenario 3:

A guest calls to inquire about the amenities available at your hotel. How should you respond to meet their needs effectively?

- a. Speak quickly using technical terms that the guest may not understand, and provide limited information.

- b. Offer assistance by providing detailed information about hotel services, amenities, and facilities in a clear and courteous manner.
- c. Interrupt the guest and transfer the call to housekeeping without confirming the guest's inquiry.

Scenario 4:

After a guest makes a special request during a phone call, how should you ensure that you correctly confirm the details?

- a. Avoid repeating the guest's request, assuming you understood it the first time.
- b. Politely repeat and confirm the guest's special request to ensure accuracy and avoid any misunderstandings.
- c. Dismiss the guest's request without acknowledging it or providing further assistance.

Scenario 5:

A caller asks to be transferred to the concierge desk for assistance with local attractions. How should you handle the call professionally?

- a. Transfer the call without informing the caller or providing an introduction to the concierge.
- b. Inform the caller of the transfer, introduce the concierge, and ensure the connection is established before disconnecting.
- c. Place the caller on hold indefinitely without transferring the call, hoping they hang up.

Answer keys:

- 1b) Answer promptly within three rings, greet the caller warmly, and provide accurate information about room availability.

- 2b) Identify yourself and the hotel, offer assistance in booking the reservation, and confirm details such as date, time, and number of guests.
- 3b) Offer assistance by providing detailed information about hotel services, amenities, and facilities in a clear and courteous manner.
- 4b) Politely repeat and confirm the guest's special request to ensure accuracy and avoid any misunderstandings.
- 5b) Inform the caller of the transfer, introduce the concierge, and ensure the connection is established before disconnecting.

Assessment – knowledge quiz:

6.4.1 Understanding target audiences and their communication preferences before and during the stay in the hospitality entity

Cultural Background and Communication Preferences Quiz:

Q1: How does cultural background influence communication styles?

- a. It has no impact on communication habits
- b. Different cultures have distinct communication values and norms
- c. Everyone communicates the same way regardless of culture

Q2: How do age and generation affect communication preferences?

- a. Younger generations prefer face-to-face communication
- b. Older generations prefer digital communication
- c. Different age groups may have distinct communication habits

Q3: How can sensory abilities impact communication preferences?

- a. Sensory impairments have no influence on communication methods
- b. Those with sensory impairments may prefer certain communication methods
- c. Sensory abilities do not affect communication preferences

Q4: How does professional background influence communication styles?

- a. Occupation has no impact on communication preferences
- b. Different professions may prefer different communication styles
- c. All professionals communicate in the same way

Q5: How do personal experiences shape communication preferences?

- a. Positive experiences do not influence communication habits
- b. Negative experiences have a greater impact on communication preferences
- c. Past experiences can shape an individual's communication preferences

Q6: How does personality impact communication preferences?

- a. Introverts prefer face-to-face communication
- b. Extroverts prefer written communication
- c. Personality traits can affect an individual's communication preferences

Answer keys:

- 1b) Different cultures have distinct communication values and norms
- 2c) Different age groups may have distinct communication habits
- 3b) Those with sensory impairments may prefer certain communication methods
- 4b) Different professions may prefer different communication styles
- 5c) Past experiences can shape an individual's communication preferences
- 6c) Personality traits can affect an individual's communication preferences

6.5.3 Practice responding to guest comments, and managing online reviews

Guest Feedback Responses – Dos and Don'ts Quiz:

DOs:**Q1: How quickly should you ideally respond to guest comments and online reviews?**

- a. Within 1 week
- b. Within 24–48 hours
- c. Within 1 month

Q2: How can you personalise your responses to guests?

- a. Use generic templates for all responses
- b. Address the guest by name and acknowledge their specific feedback
- c. Ignore the guest's feedback completely

Q3: What should you always do when thanking guests for their feedback?

- a. Ignore negative feedback
- b. Express appreciation for their input, whether positive or negative
- c. Respond defensively to negative feedback

Q4: When responding to negative experiences, what should you do?

- a. Ignore the guest's concerns
- b. Apologise and show empathy towards the guest's concerns
- c. Argue with the guest

Q5: What should you provide in your responses when offering solutions to guest issues?

- a. No contact information
- b. Contact information for further assistance
- c. A generic response

DON'Ts:

Q6: What should you not do in response to guest comments or online reviews?

- a. Delete or hide negative reviews
- b. Acknowledge and respond to all feedback
- c. Engage in heated debates with guests

Q7: How should you avoid disclosing confidential information in your responses?

- a. Share sensitive information to show transparency
- b. Avoid disclosing confidential or sensitive information
- c. Use guest information in responses

Q8: Why is it important not to use generic or canned responses for every guest comment?

- a. Personalised responses can be more effective
- b. Guest feedback does not require personalised responses
- c. Generic responses show professionalism

Q9: What should you not do after resolving guest issues?

- a. Follow up with guests to ensure their satisfaction
- b. Make promises or commitments that cannot be followed through
- c. Engage in heated debates with guests online

Answer keys:

- 1b) Within 24-48 hours
- 2b) Address the guest by name and acknowledge their specific feedback
- 3b) Express appreciation for their input, whether positive or negative
- 4b) Apologise and show empathy towards the guest's concerns
- 5b) Contact information for further assistance
- 6a) Delete or hide negative reviews
- 7b) Avoid disclosing confidential or sensitive information
- 8a) Personalised responses can be more effective

9b) Make promises or commitments that cannot be followed through

6.6.1 Rules and techniques for respectful communication among colleagues at any time in the hospitality entity

Effective Communication in the Workplace Quiz:

General Communication Rules:

Q1: What should you do to ensure effective communication flow with your colleagues?

- a. Ignore their concerns and questions
- b. Promptly address concerns, answer questions, and provide feedback
- c. Avoid giving full attention to colleagues when they speak

Q2: How should you express your thoughts, ideas, and expectations in a professional setting?

- a. In a convoluted and confusing manner
- b. In a straightforward manner to avoid misunderstandings
- c. Without considering your colleagues' perspectives

Professionalism:

Q3) What does upholding high standards of conduct entail in the workplace?

- a. Disrespecting your colleagues
- b. Treating colleagues with dignity and respect
- c. Ignoring conflicts and disagreements

Q4: How should you address conflicts or disagreements with colleagues?

- a. In a harsh and confrontational manner
- b. In a constructive and diplomatic manner
- c. By avoiding the situation altogether

Honesty and Transparency:

Q5) Why is it important to communicate openly and honestly with your colleagues?

- a. To maintain deceit and hidden agendas
- b. To establish appropriate professional boundaries
- c. To build trust and understanding

Confidentiality:

Q6) How should you handle sensitive information about your colleagues?

- a. Share it freely with others
- b. Keep it confidential and only share when necessary and appropriate
- c. Gossip about it with your other colleagues

Empathy and Patience:

Q7) How should you respond to diverse opinions and ideas during challenging situations?

- a. Ignoring them completely
- b. Responding with understanding and compassion

- c. Reacting with impulsive or aggressive responses

Positivity:

Q8) How can you create a constructive communication environment through your words and body language?

- a. Use negative and discouraging language
- b. Convey support and encouragement
- c. Show judgment and defensiveness

Answer keys:

- 1b) Promptly address concerns, answer questions, and provide feedback
- 2b) In a straightforward manner to avoid misunderstandings
- 3b) Treating colleagues with dignity and respect
- 4b) In a constructive and diplomatic manner
- 5c) To build trust and understanding
- 6b) Keep it confidential and only share when necessary and appropriate
- 7b) Responding with understanding and compassion
- 8b) Convey support and encouragement