



SIT50416 Diploma of Hospitality Management

SITHIND004 Work effectively in hospitality service



Student Handout

SITHIND004 Work Effectively in Hospitality Service

This unit describes the performance outcomes, skills and knowledge required to work effectively in a hospitality environment and provide service to customers during service periods.

It requires the ability to integrate a range of individual technical skills while dealing with numerous sales, service or operational tasks simultaneously to meet the needs of multiple and diverse customers. It incorporates preparation, service and end of service tasks.

The unit applies individuals working in a range of different departments such as accommodation services, food and beverage, gaming operations and housekeeping, in various hospitality industry settings, including bars, hotels, cafes, restaurants, clubs, pubs and motels.

It applies to those frontline service personnel who deal directly with customers on a daily basis and who operate with some level of independence and under limited supervision.

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Prepare for service.	1.1. Plan and organise tasks from organisational information. 1.2. Develop and review work schedules and liaise with team members to confirm and inform others of service requirements. 1.3. Prepare work area, equipment and supplies according to procedures to meet service requirements.
2. Provide service.	2.1. Provide quality customer service, using appropriate methods and techniques to meet customer expectations of quality, presentation and timeliness of delivery. 2.2. Offer relevant customer information on products and services. 2.3. Assist customer with choices that meet individual needs, special requests and cultural requirements. 2.4. Proactively promote, upsell and cross-sell products and services according to organisational procedures. 2.5. Resolve complaints within scope of own responsibility and use appropriate communication techniques to deal with conflict.
3. Complete operational tasks.	3.1. Follow work schedules and work cooperatively as part of a team to maximise efficiency. 3.2. Follow workplace safety and hygiene procedures. 3.3. Maintain cleanliness and tidiness of work areas. 3.4. Use organisational procedures and technology for operational tasks. 3.5. Identify and anticipate operational problems and take action to minimise the effect on customer satisfaction.
4. Complete end of shift duties.	4.1. Follow end of shift procedures. 4.2. Complete administration and reporting requirements. 4.3. Participate in debriefing and handover sessions with colleagues and suggest service improvements.

Working in the industry is fun and provides you with a realistic glimpse of your future career. Although the industry is broad and varied, the areas you will explore in this unit are common:

- Planning, organising and preparing for service.
- Providing service and interacting with team members and customers.
- Carrying out your duties and completing operational tasks.
- Completing end of shift duties.

6 Skills and Characteristics you Need to Work in the Hospitality Industry



The hospitality industry is a several billion dollar industry that is dependant on the availability of leisure time and disposable income. This industry offers a wide range of career options, from cooking, waiting, hosting, or running a resort. To be successful in the industry, you'll need certain qualities, certifications and skills that employers are searching for and that customers expect. Below are six key skills and characteristics that sought after in the Hospitality industry along with some advice that can put you on the path to being successful in the Hospitality industry.

1. Commitment

In the hospitality industry, your main task is to be committed to ensuring customer satisfaction. This requires you being willing to do whatever it takes to keep customers happy and also create repeat business. An aspect of commitment from employees is they must be very thorough in their work and realise that any oversight could result in customer dissatisfaction, whereas going the extra mile for a customer may result in repeat business and positive perception of the company.

2. Interpersonal Skills

To be successful in hospitality, one must have top notch interpersonal skills, as the very nature of the business is to provide spectacular customer service and interact with customers on a regular basis. Taking that a step further theres a direct correlation between those that are successful in the hospitality business and those with excellent communication skills. This

ability involves being able to communicate effectively both orally and in writing, allowing you to make positive connections with clients, guests, vendors, and even other employees.

3. Problem-solving

Thinking about problems that relate to your own role in the hospitality and service activities and being able to contribute to productive outcomes is a crucial skill. This involves developing creative, innovative and practical solutions which can be developed through showing independence and initiative in identifying and solving problems. Some circumstances where these may be used include avoiding deadline issues by planning your personal day-to-day operational activities or identifying and resolving routine customer or operational problems using the predetermined policies and procedures to guide effective solutions.

4. Teamwork

Successful members of the hospitality industry work well with others and can be a productive member of a team. They value the contributions of everyone and make significant contributions to an organisation's overall success. Key abilities required include being able to work effectively as a team member through taking instructions from others and understanding your own role in servicing the needs of the hospitality customer. Supporting other team members to coordinate activities to achieve quality service delivery of the business's product and respecting cultural diversity of team members and seeking their assistance to service the culturally diverse needs of customers.

5. Organised

To stay on top of the multitude of tasks you'll face as a hospitality employee, you have to be organised and multitask without difficulty. The Hospitality is an industry where you need to be able to juggle multiple tasks, with all levels, and careers in hospitality requiring employees to handle multiple responsibilities simultaneously. On a typical day, a hotel manager might have to negotiate a contract with a vacuum rental company, handle a dissatisfied guest, fill out paperwork for an employee injured in a kitchen fire, and keep a smile on his or her face to greet new guests, all in the course of one afternoon. Employers want to know you can handle the fast paced, varied work load on offer whilst still maintaining a high level of satisfaction.

6. Flexibility

Hospitality employees often have unusual hours or longer hours than your average desk job and on the job, they must be ready to switch gears at a moment's notice if unexpected situations arise. Being adaptable to multiple positions is an aspect of hospitality which is invaluable, being versatile makes you indispensable to employers and having a larger skill set will make you extremely resourceful allowing you to see a situation more clearly than someone less experienced.

<http://www.ramtrainingservices.com.au/blog/6-skills-and-characteristics-you-need-to-work-in-the-hospitality-industry/>

7 deadly sins of customer service

Customers only need one reason to get upset and walk away. Unfortunately, businesses provide them with a lot of these reasons. They're often called the "7 Sins of Service," and many companies unknowingly let them happen.

They're usually the result of front-line pros being under-trained, over-stressed or both.

"Exceptional customer service is a powerful selling tool that will give you and your company a long-term competitive advantage," said customer service and sales trainer Debra Schmidt, president of The Loyalty Leader, who recently spoke at a Progressive Business Conference.

So it's vital that everyone understands the sins of the service and how to avoid them. Even better, said Schmidt, "Pamper your loyal customers so they feel recognized and appreciated."

What to avoid

Here are the "sins" to avoid, according to Schmidt:

1. **Apathy.** Customers' questions and issues are important to them, and they expect that those questions and issues will be important to the people they do business with. When employees don't seem to care — perhaps because they're preoccupied or express no emotion in their tone — customers will be upset.
2. **The Brush-off.** This often comes in the form of phone trees, where customers can't dial through to a person. In other situations, it's when one front-line rep passes a customer onto someone else for help. The person who hears customers first should almost always make sure they're happy to the end.
3. **Coldness.** This is apathy and the brush-off combined and at their worst. In this situation, an employee might fail to acknowledge that a customer has brought up a legitimate problem or might address it as if it's a nuisance. Front-liners need to stay warm and focused on one person at a time.
4. **Condescension.** When employees use jargon, acronyms or language that doesn't sound like what customers use, they're condescending. Front-line employees want to mimic customers' language and rate of speech, and avoid company and industry jargon.
5. **Robotism.** This is often displayed in a customer service pro who starts interactions by asking for account numbers, phone numbers or other generic information, rather than trying to make conversation. Employees want to ask at least one personalized question before going to task.
6. **Rule books.** When employees just follow the rules, rather than common sense or their hearts, they come across as cold and uncaring. That might be OK for routine transactions, but complex, emotional and special situations always call for thoughtfulness.
7. **Runaround.** Employees might give customers the runaround when they continually suggest customers look at a website, fill out paperwork or make another call. Many times, employees need to walk them through what they need to do. Eventually, customers will be able to figure it out for themselves.

<http://www.customerexperienceinsight.com/7-deadly-sins-of-customer-service/>

Top 5 Reasons to Work in the Hotel Industry

I have a lot of acquaintances asking me what motivated me to pursue a career in the hotel and tourism industry.

They would be better off asking me to define the purpose of life or explain astrophysics, because there is no clear and certain answer to that question. It all depends on what a person seeks from choosing to work in hotels.

Hospitality has history ...

The reasons are just about as vast as the industry and as deep as its roots in history. Historically, people traveled around and just as today the basic needs such as a warm bed and healthy meals had to be met.

However, unlike ancient times (which were limited to small inns or chambers for rent in private residences), the industry has continuously evolved to its highest extents - and with future technologies and resources, promises to innovate more and more with each single client.

Whether your corporation needs a 100 person conference room, you decide to go on an exotic honey-moon, or finally take time off with your family at a summer resort, working in hotels requires you - professionally - to insure that your clients' wants and needs are met and even exceeded; and unlike past times, they are not limited to just a warm bed or healthy meals. Whoever is involved with this industry needs to understand that keeping up with its current trends is a key success factor

...and a fast-growing future

Did you know that the travel and tourism industry is the 21st century's fastest growing industry? As mentioned before, the lodging industry can be traced way back in history, and will surely be present in the far future to come.

If nearly 2'000 years ago, nomads and travelers used to "check-in " at inns and huts, by the time you will finish reading this article the world will be just that much closer to establishing hotels in space (think of the International Space Station). So not only is this industry evolving, but with vacant rooms it brings vacant job posts as well. Luckily, there are learning institutions that focus on recruiting, educating, training and informing the future hotelier leaders of tomorrow on what "keys" can unlock the success of tomorrow, today.

It's all about diversity and opportunity

My second reason is that hospitality requires you to work in a multi-cultural environment. Working in a hotel does not mean that internationalism within the establishment stops at your clients; for the people behind the reception, in the kitchen and at the offices come from all corners of the world and they bring along with them their own language, cultural background and ideas on how to efficiently work within the industry. In my first internship, although I was working in France, I had the honor to work with colleagues from Germany, the United States, Algeria, Morocco, Switzerland, Canada, Cuba and Russia. All these people had taught me how to maximize my working capabilities based on their own personal experience within their home-countries; which at the end of the day not only enriched my practical skills - but my knowledge on other countries as well. A key factor in this "job description" is to be able to communicate and work with different people from different backgrounds - as one big team.

It Gives You Room to Grow

Thirdly, the hospitality industry allows you to develop yourself - professionally and as a person. Not only do you improve on the professional skills you already possess, but with time and commitment you learn others due to the variety of colleagues, clients and situations that will put you to the test.

Various characteristics are required for working in a hotel. These range from soft-skills such as organization, communicating or working in a team; to more technical competences such as serving, revenue management, accounting and facilities management.

Also, probably the most important matter is that you - literally - take care of people. This is debatable, but my experience tells me it takes empathy and commitment to put another person's needs and desires ahead of your own - while keeping a smile on your face.

customers come to hotels for various reasons, but in short, they want an experience. They want hotel employees and representatives to accord their time, care and attention.

And just as people differ greatly, so does the care and commitment each hotelier exhibits to his/her clients. Some may settle for meeting the basics, such as checking-in a family or serving beverages at the hotels bar, but others will take an extra step and not just meet their client's demands, but also exceed them.

With today's fast-growing businesses, more and more focus is channeled towards making a profit, which is the main purpose of business in the first place; however, in hotels the products are not limited to events, meals, rooms or drinks - they extend to service and there is always a way to improve services and our service-industry skills.

It's just awesome !

Finally, the reason why I love hospitality so much is simple: it's fun - as in enjoyable. All the dynamics, all the shifting with different responsibilities and the feeling you have when you start training and end up in a managing position, it's more than satisfactory at the end of the day.

And it does not stop with the customer-facing part of the hotel, you have the opportunity to meet and socialize with people representing a wide range of nationalities, in and even wider range of places all around the world.

In conclusion, the hotel industry is a pretty interesting and pleasant domain to get involved in. As any other job, it has its ups and downs, and that's the great part of it: there is always place for innovation and there will always be innovators.

<https://www.linkedin.com/pulse/top-5-reasons-work-hotel-industry-andrew-r-nedelcu>

10 reasons why hospitality jobs are great



According to the 2009 Trends & Statistics survey by the British Hospitality Association (BHA), around 1.9 million people now work in the industry. The chances are, if you're reading this, you're one of them. You probably also know exactly why your industry is so popular, and why so many people want to work in it. Yes, the shifts can be long and tiring, but you'll rarely find someone with a hospitality job who doesn't have a passion for it. Here are just ten of the reasons why a career in hospitality is well...great!

1. You make people's day

Whether you're a concierge in a hotel, or a kitchen porter working behind the scenes, or even if you're involved in the management of a hospitality business, every time you come into work you're making someone's day that little bit better. Your business is all about people. It's not about widgets or spreadsheets; it's about making people happy. So much so that there's a dedicated website for it! Check it out and join in the Smiles of Britain Campaign.

2. *It's creative*

As well as being a people-oriented industry, hospitality is creative. You are creating a product — be that food, drink, or an experience — and there's always scope to dream up new ways of making it more enjoyable for your customers.

3. *It opens a door to the world*

Every country in the world has a hospitality industry, and the skills you learn here are readily transferable, meaning that a career in hospitality can very easily be the key to discovering new countries, new culture and new people. If you're considering taking your skills abroad, our sister site, Catererglobal.com, is the place to go for international hospitality jobs, cruise ship jobs and jobs in the Middle East.

4. *There's no need to get stuck*

There is such enormous scope within the hospitality industry that there's never any need for you to get stuck in one niche. You could very easily stay with the same employer and in the space of a few years, move between receptionist jobs, reservations manager to concierge and beyond. Where else could you get that sort of variety?

5. *You can take on early responsibility*

Just as there is the potential for rapid horizontal movement, you can also make your way up the ladder very quickly in hospitality. If you work hard, acquire your qualifications, get on with customers and colleagues, and show initiative, very soon, you'll find yourself in a senior position managing people and projects.

6. *Not 9-5*

If you're the sort of person who likes getting up at the same time in the morning, having the same breakfast, putting on a suit and tie, and then catching the same train into the same office, day after day after day, then hospitality probably isn't for you. It involves a great deal

of variety, not only in terms of the hours you work, but also the work you do during those hours.

7. Clear route in

There is a clear set of hospitality qualifications that are accepted across the industry and there are hundreds of places up and down the country where you can train to achieve those qualifications. You can find out more about getting qualified in our dedicated training section.

Springboard, the hospitality charity, can help you with entry-level qualifications, or you can contact the National Skills Academy for Hospitality to find out about their accredited courses.

8. Great perks

If you work in an office then the perks probably don't go much further than a dismal Christmas party with cheap drinks, dire music and everyone looking a bit awkward. In hospitality things are different. After all, we're here to help our customers have fun, so we can also make sure we share some of that fun with each other in the form of employee perks. Rubbing shoulders with celebrities and gourmet meals are just some of the perks those in hotel jobs could enjoy.

9. Great atmosphere

In any workplace, there are always colleagues you don't get on with, and one or two who are a bit unfriendly, but the good news is that not many work in hospitality. We don't hire people who are unfriendly to our customers, which is why the hospitality industry contains some of the most vibrant, lively and fun people you'll ever meet.

10. It's a safe bet

People always need food, drink and somewhere to sleep, don't they? So, even in shaky economic climates like the recent credit crunch, the hospitality industry is relatively secure. In fact, in late 2009, Bob Cotton, CEO of the BHA said of the recession:

<http://www.caterer.com/careers-advice/life-at-work/ten-reasons-why-hospitality-jobs-are-great>