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| Title | **Develop communication and social skills for hospitality** | | |
| Level | **2** | **Credits** | **10** |

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| Purpose | The aim of the module is to develop the skill knowledge and understanding to communicate with guests and associates in a hospitality setting. |

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| Classification ISCED | 1013 Hotel, restaurants and catering |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **B1: Develop and use communication skills in hospitality industry** | P1: Understand the expectations of guests and associates in hospitality industry  P2: Develop technical and social skills  P3: Apply communication skills in a hospitality Industry, including asking questions to find information, listening, giving information; technical, using technical terminology with associates when appropriate, avoiding using jargon when communicating with guests  P4: Seek the information, including obtaining new information, checking or confirming details, beginning with  „Who…‟, „Where…‟, „What…‟, „When…‟,  „Why…‟, „Which…‟, „How…‟); and using closed questions (that produce a response of „Yes  or „No‟)  P5: Exhibit listening skills, including maintaining eye contact with the guest or associate, avoiding distractions and concentrating, showing interest by using body language, summarizing what has | K1: knowledge of guest’s expectations, including being treated with dignity, respect, understanding and kindness, professionalism  K2: Product and service knowledge to support communication skills, including information about the guest’s booking, information about the menu and dishes, knowledge of associates job roles and responsibilities  K3: Understanding body language, including movements, gestures, facial expressions and shifts in the guest’s or associates body position or stance; standing straight but relaxed, facing the guest or associate directly, maintaining eye contact  K4: Barriers to good communications, including complicated messages or language, incorrect or inappropriate use of technical terminology or jargon, disregard for the needs of the guest or associate, fatigue, disinterest, poor listening skills, bad prior experiences with the guest or |

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|  | been said, letting the guest or associate finish speaking / not interrupting | associate, noise or other distractions in case of disability of guest in communication. |
| **B2: Develop and use social skills in a hospitality industry** | P1: Understand the principles of developing and maintaining good relationships with guest and associates  P2: Develop social skills  P3: Apply social communication skills, including for newly arriving guests, guests already using hospitality services, guests who are leaving, associates needing help or support, new associates  P4: Use social communication skills to manage difficult situations, including handling problems or complaints, handling conflict with a guest or associate, finding solutions  P5: Ask for feedback from Captain, from other associates, recognizing strengths and weaknesses of own social skills | K1: Knowledge of principles of developing and maintaining good relationships with guest and associates, including maintaining and enhancing self-esteem, listening and responding with empathy  K2: Understand how to develop social skills, including good personal presentation, active listening, being objective, being assertive, being interested in the guest or associate, giving own name to support good relationships, maintaining eye contact at appropriate times  K3: Know the Barriers to develop social skills, including lack of confidence, limited product or service knowledge, aggressive guests or associates/colleagues, lack of support from Captain or supervisor  K4: Opportunities to apply social skills in a hospitality industry, including with new or regular guests, with new or regular associates, with Captain or supervisor |