

## MODULE TOU1030: QUALITY GUEST SERVICE

**Level:** Introductory

**Theme:** Nature of the Industry

**Prerequisite:** None

**Module Description:** Students demonstrate the knowledge, skills and attitudes of quality guest service, including hospitality, effective communication and workplace safety.

**Module Parameters:** No specialized equipment or facilities.

**Note:** The student must have access to instruction from an individual with an ALBERTA BEST Trainer credential, if the student is to receive the ALBERTA BEST certificate.

**Certification Opportunity:** An ALBERTA BEST Student Certificate may be awarded by a registered ALBERTA BEST Trainer. Teachers who wish to qualify as an ALBERTA BEST Student Trainer should contact the Alberta Tourism Education Council (ATEC) in Edmonton for teacher inservice information.

### Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"><li>• identify the importance of providing professional service</li><li>• demonstrate basic competencies in guest service and hospitality, including maintaining the safety of self and others</li><li>• demonstrate effective communication and problem-solving skills in dealing with guest concerns</li><li>• demonstrate a positive attitude toward the guest, and demonstrate a professional team approach</li></ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"><li>• a written, oral and/or visual <b>presentation</b> demonstrating knowledge of quality guest service, safety equipment, safety procedures, safe work habits, fire safety procedures and basic security procedures.</li></ul> <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU1030-1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p> <ul style="list-style-type: none"><li>• teacher <b>observation</b> of positive interaction within the learning setting consistent with professional service.</li></ul> <p><i>Assessment Tool</i> <i>Tourism Studies Quality Guest Service Observation Checklist, TOUQGS</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p>	<p>30</p> <p>30</p>

**MODULE TOU1030: QUALITY GUEST SERVICE (continued)**

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>successful <b>completion</b> of all requirements in a service-oriented training program (e.g., ALBERTA BEST Student Program) or observation of equivalent communication and problem-solving competencies within the learning setting.</li> </ul> <p><i>Assessment Tool</i> <i>TOUQGS or equivalent</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> <li><b>observations</b> of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>40</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Orientation to Quality Guest Service</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>describe the role of various agencies (e.g., ATEC) in developing guest service standards</li> <li>describe the importance of providing quality hospitality and guest service.</li> </ul>	<p>ALBERTA BEST certified trainers may use role-play examples from the ALBERTA BEST Manual or you may develop your own.</p>
<p>Guest Expectations and Perceptions</p>	<ul style="list-style-type: none"> <li>describe the importance of creating a positive first impression through: <ul style="list-style-type: none"> <li>personal appearance</li> <li>property appearance</li> </ul> </li> <li>analyze and describe examples of house policy regarding guest service</li> <li>demonstrate professional guest relation skills</li> <li>identify individual guest requirements and propose appropriate service modifications</li> </ul>	<p>The TOUQGS checklist may be used in different ways; e.g., during role-play, across module and across course activities.</p>

**MODULE T0U1030: QUALITY GUEST SERVICE** (continued)

Concept	Specific Learner Expectations	Notes
Guest Expectations and Perceptions (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• demonstrate skills in interpreting guest needs and ensuring that those needs are met</li> <li>• demonstrate techniques for developing a positive relationship with guests.</li> </ul>	
Communicating with Guests	<ul style="list-style-type: none"> <li>• demonstrate effective communication strategies of:               <ul style="list-style-type: none"> <li>– listening</li> <li>– speaking</li> </ul> </li> <li>• demonstrate appropriate skills for communicating with guests of different ages and positions</li> <li>• demonstrate characteristics of a professional attitude through communication and behaviour</li> <li>• predict situations that could develop into problems or guest concerns</li> <li>• outline strategies for dealing effectively with the difficult guest</li> <li>• demonstrate problem-solving techniques for handling guest concerns</li> <li>• demonstrate effective telephone skills:               <ul style="list-style-type: none"> <li>– answering</li> <li>– handling messages</li> <li>– placing calls.</li> </ul> </li> </ul>	
Safety	<ul style="list-style-type: none"> <li>• interpret safety regulations for different types of tourism facilities</li> <li>• analyze and describe house policy pertaining to safety:               <ul style="list-style-type: none"> <li>– employee apparel</li> <li>– traffic patterns</li> <li>– clean-up and maintenance</li> <li>– emergency evacuation</li> <li>– emergency illness/injury</li> <li>– waste management.</li> </ul> </li> </ul>	<p>Safety may be taught in a specific context; e.g., recreational activity; or using a general tourism example.</p> <p>It is important to make students aware of the importance of safety in the tourism industry. This may be done by looking at one or more tourism sites (e.g., hotel with a restaurant) and reviewing the safety policies and procedures.</p>

**MODULE TOU1030: QUALITY GUEST SERVICE** (continued)

Concept	Specific Learner Expectations	Notes
Professional Team Approach	<p><i>The student should:</i></p> <ul style="list-style-type: none"><li>• describe the ways a variety of employees in the facility promote quality guest service</li><li>• explain the importance of every employee having high level of knowledge of product and property</li><li>• describe responsibilities of a professional employee in various guest service situations</li><li>• describe guest service strategies for creating and maintaining a favourable business reputation.</li></ul>	