Business Skills for the International Hotel Industry

Week 2: Introduction to the Course and Communication Skills

Welcome!!

This term:

- 12 Weeks of lectures
- Lectures – 2pm – 6pm
- One assignment for this module
- Module handbook available on Moodle

Meet the Lecturer

Your turn:

Let's get into the swing of things!

Introduce yourself. Answer the following:

- Your First name

- Why did you decide to take this course?

- What are you plans for the future , upon finishing university?

Today's objectives

1. Provide an overview of the module
2. Introduce the assignment and provide you with key dates
3. Discuss communication Skills
4. Presentation Planning

Module Overview - Weekly Topics

- Introduction & Communication Skills
- Writing Skills & Referencing
- Digital Skills
- Transferable Skills
- **Reading Week**
- Practical Skills for the industry
- Legal Issues and Group learning
- Reflective Models and Team Building
- **Presentation Week**
- Assignment Preparation
- Careers within Hospitality
- Module Feedback and Evaluation

Assignment Information

Aim:

To Equip students with essential communication, numeracy, and IT skills needed for the hotel industry.

Assessment Structure:

100% coursework (portfolio). 4 Elements, equivalent to 3000 words.

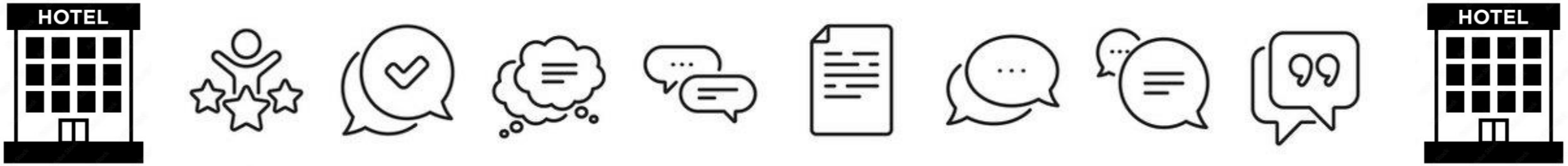
Learning Outcomes:

- Develop communication and IT skills.
- Understand legal risks in the hotel industry

Let's look at the handbook.

TIME FOR A
Break

Communication within the hospitality industry.



Types of Communication in Hospitality

Verbal Communication:
Face-to-face interactions with guests and colleagues.

Non-verbal Communication:
Body language, gestures, facial expressions that convey meaning.

Written Communication:
Emails, reports, and marketing materials essential for clear instructions and documentation.

Digital Communication:
Social media, online reviews, and hotel websites as platforms for engaging with guests.

Verbal Communication

Definition:

Direct, spoken communication between people.

Examples in Hospitality:

- Greeting guests at the front desk.
- Communicating guest requests to housekeeping.
- Resolving guest complaints in person.

Importance:

Immediate feedback and the ability to clarify misunderstandings.

Reference: Hart, C. (1999). Hospitality Management and Organisational Behaviour. Butterworth-Heinemann.

Non-verbal Communication

Definition:

Communication without words, using body language, gestures, facial expressions, and tone of voice.

Examples in Hospitality:

- Smiling when greeting guests.
- Nodding to show understanding.
- Maintaining eye contact to convey attentiveness.

Importance:

- Often conveys more than verbal communication and can support or contradict spoken words.

Written Communication

Definition:

Communication through written words in emails, reports, and marketing materials.

Examples in Hospitality:

- Writing clear and professional emails to colleagues and guests.
- Preparing reports on hotel operations.
- Creating promotional content for the hotel's website or social media.

Importance:

Provides a permanent record and ensures clarity in instructions and documentation.

Reference: Wood, R. C. (2015). Hospitality Management: A Brief Introduction. Sage Publications.

Digital Communication

Definition:

Communication through digital platforms like social media, websites, and online reviews.

Examples in Hospitality:

- Responding to guest reviews on TripAdvisor.
- Posting updates and promotions on the hotel’s social media channels.
- Managing the hotel's online booking system.

Importance:

Expands the hotel’s reach, influences public perception, and can enhance guest experience before they arrive.

Why Communication Matters in Hospitality

Guest Satisfaction:

Clear communication is key to understanding and meeting guest needs.

Team Coordination:

Effective communication ensures smooth operations and teamwork.

Conflict Resolution:

Helps in addressing and resolving issues quickly and efficiently.

Why Communication Matters in Hospitality Cont.

Positive Environment:

Contributes to a welcoming and professional atmosphere.

Miscommunication:

Can lead to booking errors.

Poor communication can impact guest experience.

Let's talk
about
workplace
Communication

Activity - Role-Play

Objective: Develop practical communication skills in a hotel scenario.

Scenarios:

- Handling a guest complaint about room service.

Roles: Guest or Receptionist

Outcome: Practice using verbal and non-verbal communication to achieve positive outcomes.

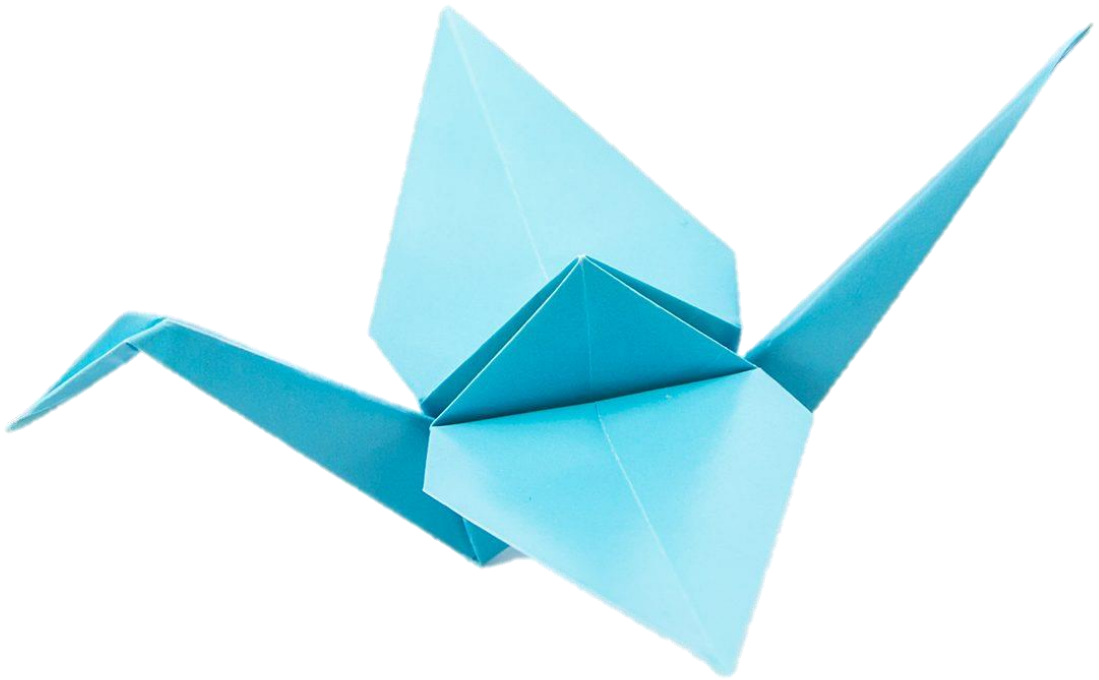
Reference: Lashley, C. (2001). Empowerment: HR Strategies for Service Excellence. Butterworth-Heinemann.

Reflection:

- Share your experience with the class.
  - How did it make you feel?
  - Was it easy?

- Highlight key learning points and strategies that led to successful communication.

Activity – Origami Communication



Discussion

- What happened?
- Does everyone's paper look the same?
- If everyone was given the same directions, why are everyone's products different?
- How can we all get on the same page and communicate more effectively?
- How did it feel to not get feedback because you couldn't ask questions?

Reflecting & Connecting

- Effective communication skills help build strong relationships, communication is not just about what is being said, but how well we listen.

- We need to be able to actively listen AND create a clear message.

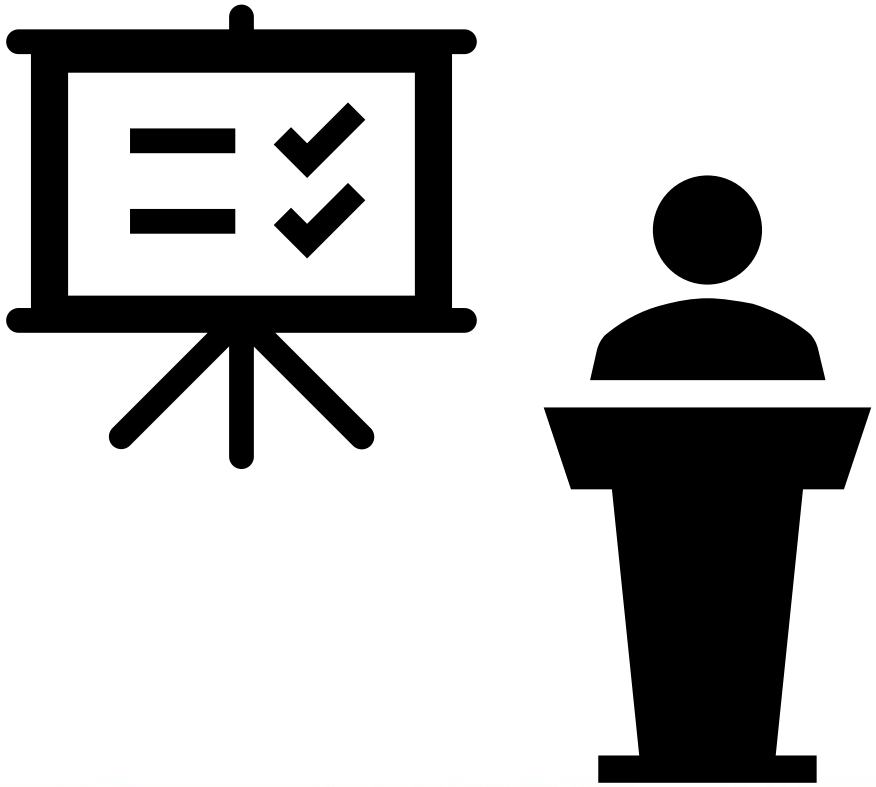
- Sometimes, when you communicate with others, they may not receive the message you sent.

- A lot of times, asking for clarity is important in effective communication. Because you couldn’t ask questions, this may have impacted how you listened to instructions.

- Individual perceptions vary and it’s important to try to remember that others may not think the same way that you do.

TIME FOR A
Break

Presentation Planning



Clear Objectives in Presentations

Define Your Purpose:

What do you want your audience to learn or do?

Examples:

- Informing staff about new safety protocols.
- Persuading management to adopt a new guest service initiative.

Importance:

Helps you stay focused and ensures your message is clear.

Reference: Duarte, N. (2012). HBR Guide to Persuasive Presentations. Harvard Business Review Press.

Structuring a Presentation

Introduction:

Grab attention and outline what the presentation will cover.

Body:

Present your main points with supporting evidence (e.g., data, case studies).

Conclusion:

Summarise key points and end with a call to action or next steps.

Example Structure:

- **Introduction:**
- Introduce the topic of improving guest check-in experiences.
- **Body:**
- Discuss current issues, propose solutions, and provide evidence of benefits.
- **Conclusion:**
- Summarise the proposed solution and request approval for implementation.

Engaging Visuals in Presentations

Types of Visuals:

- **Images:** Photos or icons relevant to your topic.
- **Charts/Graphs:** Visual representation of data to support your points.
- **Videos:** Short clips that illustrate or demonstrate key concepts.

Reference: Reynolds, G. (2011). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. New Riders.

Tips

PowerPoint Tips:

- Use bullet points to summarise key ideas.
- Limit text – focus on visuals.
- Keep slides consistent in style and format.

Charts and Images:

- Use to simplify complex information.
- Ensure they are relevant and directly support the content.

Videos and Animations:

- Add interest and break up the presentation.
- Use sparingly to avoid distracting from the main message.

Exercise

Visual Aid Exercise

Improve a point from this presentation, create a supporting visual to support the content. (e.g., chart, image, video).

The presentation is on Moodle for you to adapt.

Present the visual to the class and explain why it’s effective.

How to deliver your presentation with confidence.

Confident Delivery

Practice:

- Rehearse your presentation multiple times to build confidence.

Body Language:

- Use open gestures, maintain eye contact, and avoid nervous habits.

- **Voice Control:**
  - Speak clearly, at a moderate pace, and with varying tone to maintain interest.

- **Handling Nerves:**
  - Focus on your breathing.
  - Start with a strong opening to build momentum.
  - Visualize a successful presentation.

Engaging Your Audience

- **Ask Questions:** Involve the audience by asking them to share their experiences or opinions.
- **Real-Life Examples**: Use case studies or personal stories to illustrate points.
- **Interactive Elements**: Consider using polls, quizzes, or demonstrations.
- **Handling Q&A:**
  - Listen carefully to questions.
  - Answer concisely and directly.
  - It’s okay to say, “I don’t know, but I will find out.”

Group Presentations - Structure

- **Introduction:** Each member introduces themselves and their section.
- **Main Points:** Divide content among group members, ensuring logical flow.
- **Transitions:** Smoothly transition between sections to maintain coherence.
- **Conclusion:** One member summarises the key points and closes the presentation.

Activity

Delivery Practice:

- In small groups, practice delivering a slide of a presentation.
- Each group member creates one slide for the presentation.
- Provide constructive feedback on body language and voice control.

Recap

Summary of Key Points:

- **Communication Skills:** Essential for guest satisfaction and team coordination.
- **Presentation Techniques:** Clear objectives, structured content, and engaging visuals are key.
- **Role-Play and Presentations**: Practice helps build confidence and skill.
- **Next Steps:** Prepare for Week 2 on Writing Skills and Referencing.

Thank you,

Any questions?