



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Hospitality & Guest Services in the Hotel Industry [BMTIH4003]

Week 9 - Industry Skills
What Skills are Needed to be an
Effective Guest Services Team
Member?

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Where Higher Education Began in Wales*

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Last Time...

Part 1: Reputation Management

- Social media influences
- TripAdvisor
- Digital management responses
- Guest reviews management

Part 2: Customer Loyalty

- The purpose of loyalty programmes
- How to increase customer loyalty



Today's Content

Part 1:

- What is a skill?
- Hospitality skill requirements
- New skill requirements in hospitality
- Individual values and personality traits
 - First and last impressions



Today's Content

Part 2:

- Module Feedback
- Assignment 2 Q&A



Week 9

Industry Skills –
What Skills are Needed to be an Effective Guest Services
Team Member?



Group Discussion:

- What do you think a skill is?

What is a
Skill?

Type your answers in the chat box or raise your
yellow hand.

What is a Skill?

- A skill is the ability to **perform an action with determined results** often within a given amount of time, energy, or both.
- Skills are developed through **life and work experiences**.
- They can also be learned through **study**.
- There are **different types of skills** and some may be easier to access for some people than others, based on things like **dexterity, physical abilities and intelligence**.



Skills can often be divided in two categories

Domain-general skills

They would be used in most everyday life activities.

For example:

In the domain of work, some general skills would include time management, teamwork and leadership, self-motivation and others.

Domain-specific skills

They would be used only for a certain job.

For example:

An electrician will need to have the ability to install cables, conduits, tubing, and switching devices (Learned through training)



Hard and Soft Skills

Hard and soft skills matter in the hospitality job market and how to show **strengths in each area**.

They are highlighted on CV's and often will make the difference between a strong and a weak candidate.

Group Discussion:

- What are hard and soft skills?
- What is the difference?

Type your answers in the chat box or raise your yellow hand.

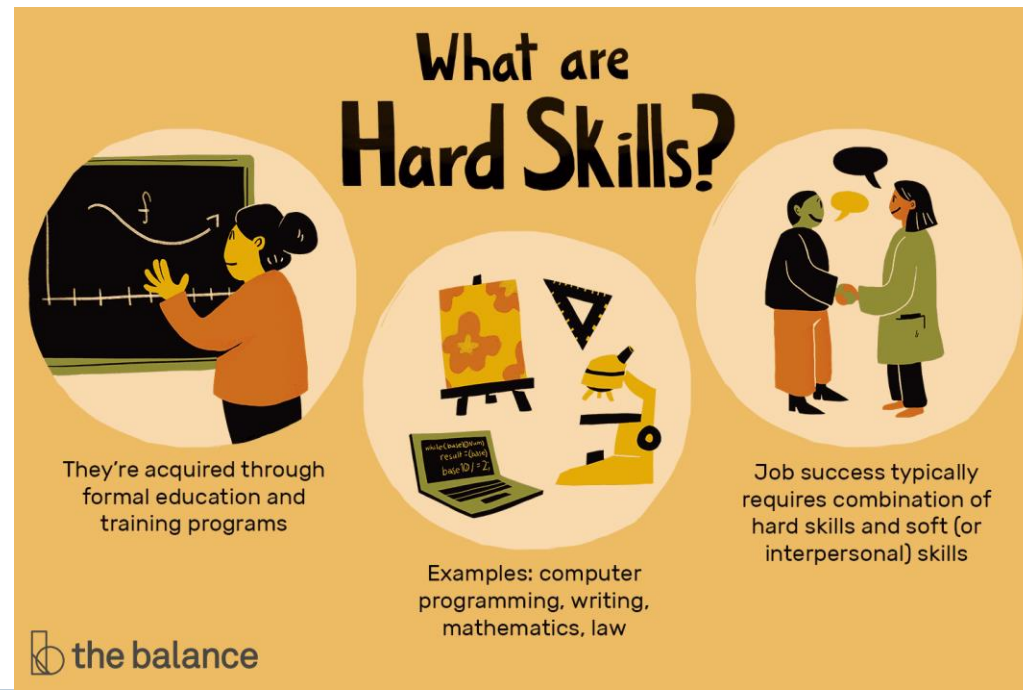
Hard and Soft Skills



Hard Skills

➤ Skills learned in school or training courses and that bring clearly defined value.

- Uni /college degree
- IT proficiency
- Languages
- Training/industry-specific certifications
- Social media expertise





Soft Skills

Talents and abilities you have picked up more organically through past work experiences and interpersonal relationships.

Showing hard skills on a resume is relatively easy, but soft skills are 'show and tell' skills.

- Problem-solving
- Ability to work well in groups
- Communication skills
- Strong work ethic
- Time management
- Team leadership

Soft Skills

The Top 10 Soft Skills



Communication



Self-motivation



Leadership



Responsibility



Teamwork



Problem solving



Decisiveness



Ability to Work
Under Pressure
and Time Management



Flexibility



Negotiation
and Conflict Resolution



Hospitality Skill Requirements



Industry Skills

Group Discussion:

- What skills are needed to be an effective guest services team member?

Type your answers in the chat box or raise your yellow hand.



Scenario

Working in the Hospitality industry requires multiple and different types of skills.

*You are a **receptionist** in a 5-star hotel in London – A guest approaches and speaks to you in German.*

Q: What skill do you need?

Type your answers in the chat box or raise your yellow hand.



Language Skills

- Language skills are a **huge bonus** in hotels and in hospitality because they allow you to communicate with a wider range of people.
- **Knowledge of languages is useful day-to-day.**
- What type of situations could you think of that having language skills would be beneficial for the hotel guests services?



Scenario

- You are a receptionist in a 5-star hotel – You are **on the phone** and a **guest approaches you to check in** and at the **same time** the postman delivers a parcel **to be signed for**.

What skill do you need to handle this situation?

Multitasking Skills

- One of the reasons why hospitality can be so difficult to work in is because it is **very busy**.
- The ability to **multitask and handle several tasks** at once will serve you well.
- This means learning how to **prioritise and manage your time effectively**, (time management skills) while you will also need to be able to **handle pressure and remain calm** when things get chaotic.

Think of what you did yesterday? Did you multitask in order to get through your day? How effective were you?

- **Time management skills** play an important part in multitasking effectively.

Think about multi tasking skills in Restaurant Assistant Position (Waiter)?

*Why would you **need time management skills** for your customer's service provision? Give us an example.*



Work Ethic

- If you are going to work in hospitality, then regardless of your role, you are going to have to work hard.
- It is likely that you will be on your feet for most of the time, working long shifts maintaining a cheerful and friendly persona in front of customers.

Having a strong work ethic is:

- Being part of a team and work collaboratively
- Being punctual not being late to work or not turning up for a shift.
- Being honest and trustful with colleagues and guests.
- Making sure the guests needs are met by going the 'extra mile'

What would this provide for your hotels guest service provision?

How would you hotel manage this?



Professionalism

- Most employers in the hospitality industry rely on their **customer-facing staff** to uphold the reputation of their brand; therefore, it is important that, at all times, you remain **highly professional**.
- Ensuring that you look tidy and well-groomed, are on time for your shifts and are not caught doing anything you should not be is important to the professional standards.
- It also means keeping calm and not reacting negatively when dealing with an angry or irate customer, especially at the end of a long and tiring shift.

How would the hotel maintain this? Why would they want to?



Team Work Skills

- Most employers in the hospitality industry rely on their **customer-facing staff** to uphold the reputation of their brand; therefore, it's important that, at all times, you remain **highly professional**.
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How would the hotel maintain this? Why would they want to?



Communication Skills

The art of communicating well is unique of its own.

Group Discussion:

- What Communication Skills can you think of?

Type your answers in the chat box or raise your yellow hand.

Communication Skills



Top 10 Communication Skills

1. Active
Listening

2.
Communication
Methods

3. Friendliness

4. Confidence

5. Sharing
Feedback

6. Volume and
Clarity

7. Empathy

8. Respect

9. Nonverbal
Cues

10.
Responsiveness

Inter- & Intradepartmental Communication

Intradepartmental

- interactions occur within the same department, e.g. a conversation between two housekeepers.

Interdepartmental

- interactions occur between members of different departments, e.g. a conversation between a housekeeper and receptionist.

Why do you think inter- and intradepartmental communication are important in a hotel?





Problem-solving skills

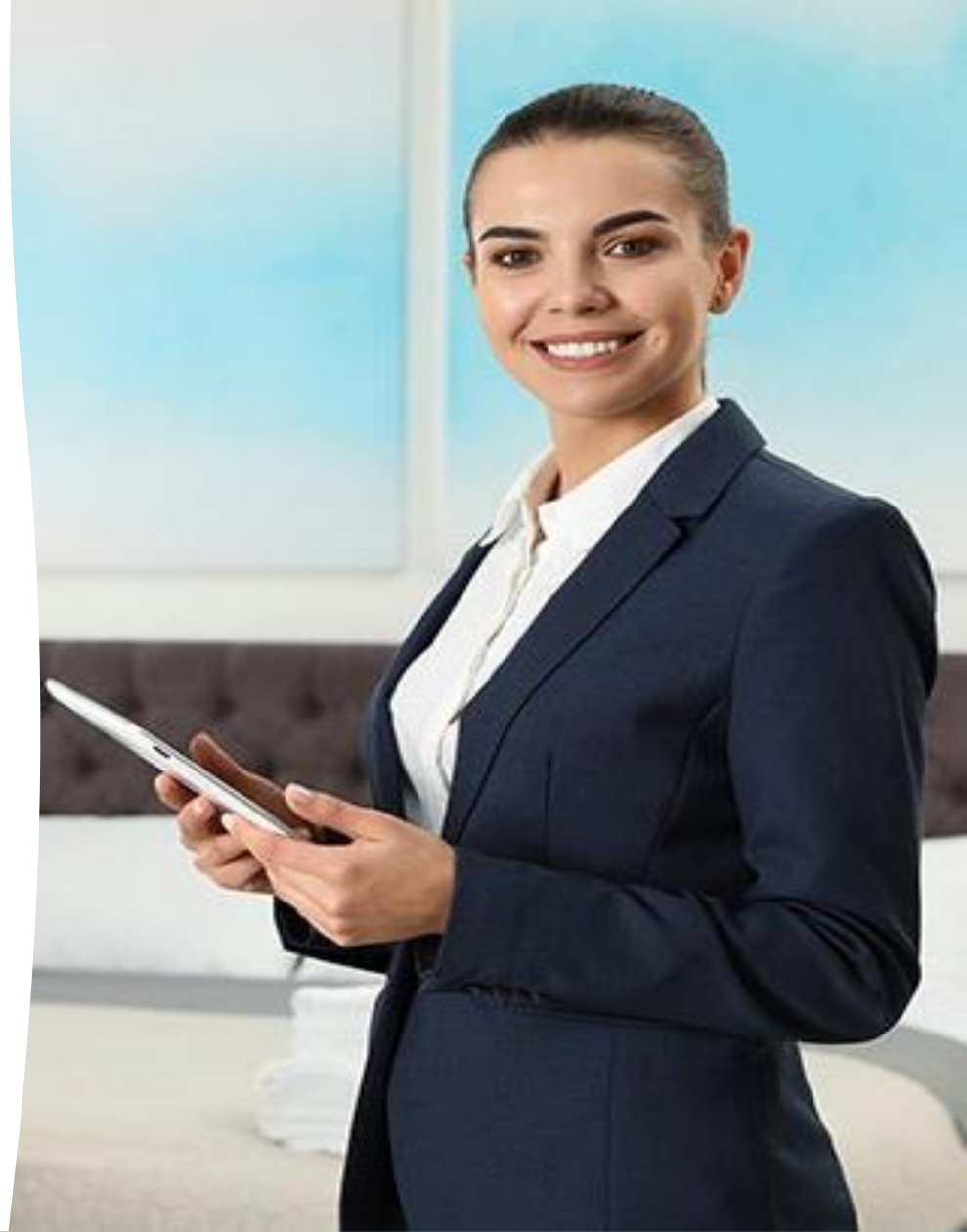
- A skill that is **highly valued in any industry**; the ability to think on your feet and solve problems quickly .
- For instance, if a guest complains about their room, you could offer them complimentary drinks in the bar while you wait for another guest to check out. This keeps the customer happy, leaves a good impression of the hotel and saves you the trouble of a potential conflict.
- Alternatively, if a customer has very specific dietary requirements, you could consult with the chef on their behalf to offer a tailored alternative solution.
- Remember: the easiest way to keep customers happy is to **provide solutions to their problems** (within reason, of course), so if you are **proactive** and keen to get issues resolved, hospitality could be a good fit.

Scenario

- You are a housekeeping team member in a 3-star hotel – You are cleaning a guest bedroom. Once you finished, your work is audited by the Housekeeping manager?

What skill do you need?

What skills does the Housekeeping Manager need?



Attention to Detail



- Spotting billing or administrative errors at reception or noticing that a particular ingredient is past its best in the kitchen, it is the **little things that can make a big difference.**
- It can also help to develop relationships with customers and provide a more positive experience overall.
- Providing those **'WOW' moments by paying attention!!**
- For instance:

Suggesting a particular wine to accompany a dish,

Remembering how a certain customer prefers their drink to be made,

Noticing that somebody is struggling to carry their luggage and offering to help are all small details that can leave a big impression on customers.

Customer Service Skills



- Above all else, the one thing that can make or break in hospitality is your **ability**.
- Serving drinks or running an entire hotel, the job is to ensure that the customers are having a **great time and that they have nothing to worry** about.
- Essentially, customer service is about being **both positive and proactive**. when dealing with a difficult customer, it is important **to smile, be polite and remain professional**;
- It can also be about going that **extra mile for a guest or a customer**.



New Skills Requirements in Hospitality





Post Covid-19 Era

- Effects of the Covid-19 pandemic
- Here are three essential skills employers are looking for in a post-COVID-19 world:
 - Adaptability
 - Digital skills
 - Emotional intelligence

Adaptability

- Change, flexibility, and adaptability are all common themes of working during a pandemic.
- With many companies adapting to the 'new normal' work from home setup, a **flexible and open mindset** has helped keep businesses afloat.
- As a result, employees have had to adjust their work **style, responsibilities, and day-to-day** in a way that complements digital comms and fits around changing business needs. And the importance of these skills are only going to accelerate, as the new ways of working are likely to continue even after the pandemic passes.
- Post COVID-19, employers will be looking for staff that can **adapt in line with an ever-evolving workplace**.
- This means honing the ability to adjust to new and unexpected deadlines, and continuously **grow your skills to meet demand** – whatever that may be.

Digital Skills

Digital skills have always been increasingly important, but coronavirus has given them a **serious boost to the top**.

Professional abilities in everything from coding and web development to digital marketing, big data, and artificial intelligence are paramount right now – no matter where your usual expertise lies.

Employees who have a tech savvy attitude, a willingness to learn, and a plethora of digital skills – **crucial to survive** this difficult time.

Candidates with **this skill set top picks for employers** during and post-COVID19. It's also never too late to get certified, with a number of professional certifications available (whether it's in Python or Microsoft).

Emotional Intelligence

- Emotional intelligence (EI) is closely **linked to communication**, and is all about having an **awareness of other peoples' emotions** – not to mention the ability to demonstrate empathy and understanding for how they're feeling.
- And in times of uncertainty, this is a skill that should never be overlooked.
- Whether it is to **reassure others** during stressful times including the guests, **adapt workloads** in response to the struggles of those around you, or generally keep open communication, trust, and empathy with your team – emotional intelligence is guaranteed to help you get ahead in a post-COVID19 world.
- Reliance on digital communication expected to continue ability to demonstrate EI through less personal means (such as virtual meetings and emails) is crucial too.

The Impact of New Technology on Skill Requirements

- In 2023, where most people can hardly go by a day or even an hour without using their mobile phone and checking up on Social Media, skills linked to technology are becoming essential

What hospitality job do you think will require digital skills ?

The answer is every single job!

- For example:

A Housekeeper will be asked to use a mobile device and update the Status of the room when cleaned (Maid in Room/Room ready) or use it to report maintenance issues by uploading a picture of the issue on PMS.



Individual Values and Personality Traits

Group Discussion:

- What values and personality traits should a great hospitality employee have and why?

Type your answers in the chat box or raise your yellow hand.

TOP TRAITS OF A HOSPITALITY PROFESSIONAL

Empathetic

Listening

Oral Communication

Energetic &
Resourceful

Sense of Humour



Local Knowledge

Flexible & Patient

Multi-Tasking

Calm & Composed



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First Impressions

“You will never get a second chance to make a first impression.”

Group Discussion:

- Do you agree or disagree with this statement?
- How long do you think does it take to make a first impression?

Type your answers in the chat box or raise your yellow hand.

First Impressions

Answer: 7 seconds!

- The first impression of a person, product, or place sets the bar for any relationship. When you raise the bar, and manage to keep it there, odds are you can build **an enduring relationship with a customer**. Plus, today, first impressions are even more **critical because of social media**. People can tweet and post Facebook updates about an experience in real time. Their first impression—good or bad—can be **broadcast in an instant** to hundreds or even thousands of people.
- It has been said that the first impression is the last impression. In the hotel world, one high-end executive puts it this way:

“If you lose them at the beginning, it is very hard to recover. In their mind they’ve decided it is a bad hotel.”

THE SCIENCE BEHIND **first impressions**

THEY MATTER. They can shape our career and relationships, so be sure you make the right one every time.



.1

SECONDS

For the brain
to form a
first impression

3

MONTHS

Length of time a
snap judgment
can last

55

PERCENT

Of first impressions
are based on
appearance

DID YOU KNOW?

Babies make snap judgments, too—they're more likely to crawl toward a smiling person.



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4 GREAT WAYS TO impress

1. Smile

48%
OF PEOPLE

Consider a smile
someone's most
memorable feature.

- *Clean your teeth to
look more successful.*



2. Eyes

RELAX YOUR BROWS

Furrowed brows indicate
untrustworthiness.

MAINTAIN EYE CONTACT

It shows warmth & honesty.

- *Limit your gaze
to 3 seconds.*



3. Hair

GROOM YOUR HAIR

Healthy hair indicates
confidence.

- *Try a left part to
look more logical.*



4. Hands

USE HAND GESTURES

Gesture expressively
to appear more
approachable.

WEAR A WATCH

It makes you seem
thoughtful and punctual.

- *Wear it on your non-
dominant wrist.*



THERE ARE NO 2ND CHANCES

Does your first impression
say the right thing about you?

hims

First Impressions: A Guide



The Power of First and Last Impressions

- First and last impressions are known as being crucial in hospitality
- It is the first and last thing the guest will remember of their experience!

Group Discussion:

Imagine you had a truly wonderful stay in a 4-star hotel and when you go to check out, there is an error on your bill, then when you try to leave the car park the barrier does not open (You had to wait 30 minutes to get help)

How would it make you feel, would you return?

How to Avoid a Bad First Impression

ONLINE PRESENCE



Make sure a website has a fast processing speed.

Design a website so it has easy navigation and mobile accessibility.

The booking process should be simple with policies clearly stated.

Always list the amenities and special features.

Display up-to-date photos so guests are fully aware.

Respond to online reviews in a timely and professional manner.

Consistently update social media platforms.

STAFF

Have staff trained so they are knowledgeable of local area attractions and directions.

Remember to always smile and have a friendly demeanor.

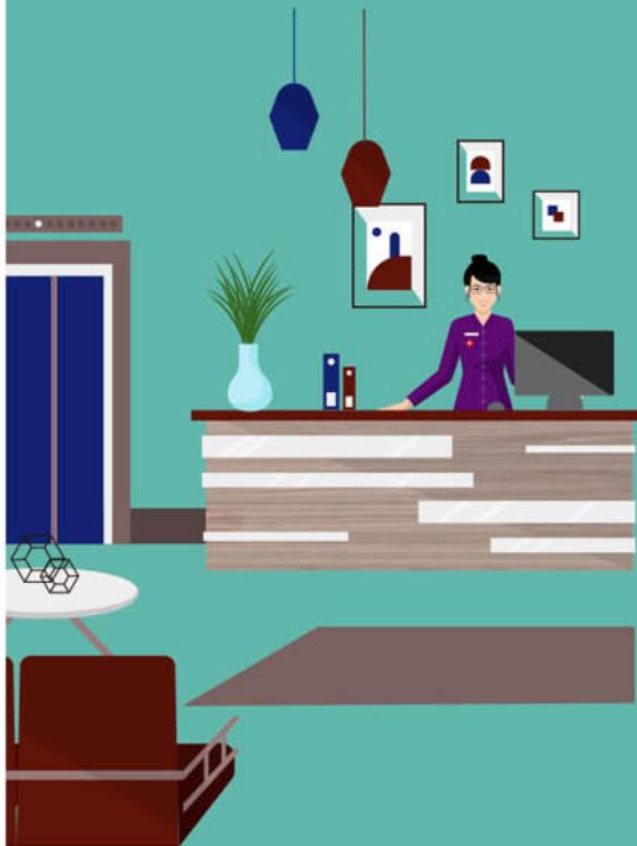
Educate the staff on the hotel layout and amenities so they can answer any questions.

Make sure staff always looks professional and well-groomed in uniforms and personal appearances.

Remain sympathetic and courteous to guests' needs.



LOBBY



Always keep the lobby clean.

Remind any employees in the lobby to have a smiling face.

Encourage staff members to compliment the guests on personal items (purse, briefcase, jewelry, luggage, etc.).

Clean furniture, windows, and doors on a regular basis to prevent smudges.

Keep air fragrances in the lobby to have a welcoming scent.

Streamline check-in procedures as much as possible.

EXTERIOR



Have
adequate
lighting
in the
parking lot.

Clear the
parking lot
of any
debris.

Trim shrubbery and plant
flowers so the hotel front
looks inviting.

GUEST ROOMS

Always have a clean room available to guests.

Provide fresh linens and extra towels.

Make sure amenities are stocked.

Utilize up-to-date technology to enhance the entrainment options.

Use odor eliminators in the bathroom to provide a fresh scent.



GYM



Keep cleaning supplies so people can clean equipment after usage.

Make sure equipment is working properly.

Have sweat towels stocked for guest usage.

Use odor eliminators to remove smells.



- What is a skill?
- Hard and soft skills in the hospitality industry
- Hospitality skill requirements
- New skill requirements in hospitality
- Individual values and personality traits
- First and last impressions



Module Feedback

Module Learning Aims

AIMS

- To provide students with an understanding of the role and importance of hospitality and guest services practices within the Leisure and Tourism industries. Students will be introduced, where appropriate to the proven Guest Service training standards and operational practices and appreciate the importance of identifying and satisfying guest needs.

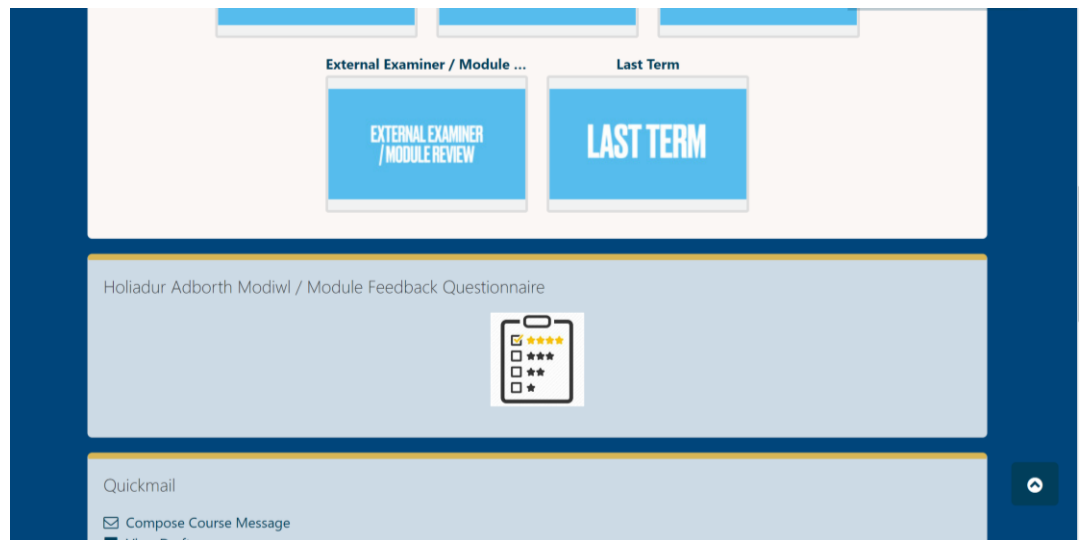
Module Learning Outcomes

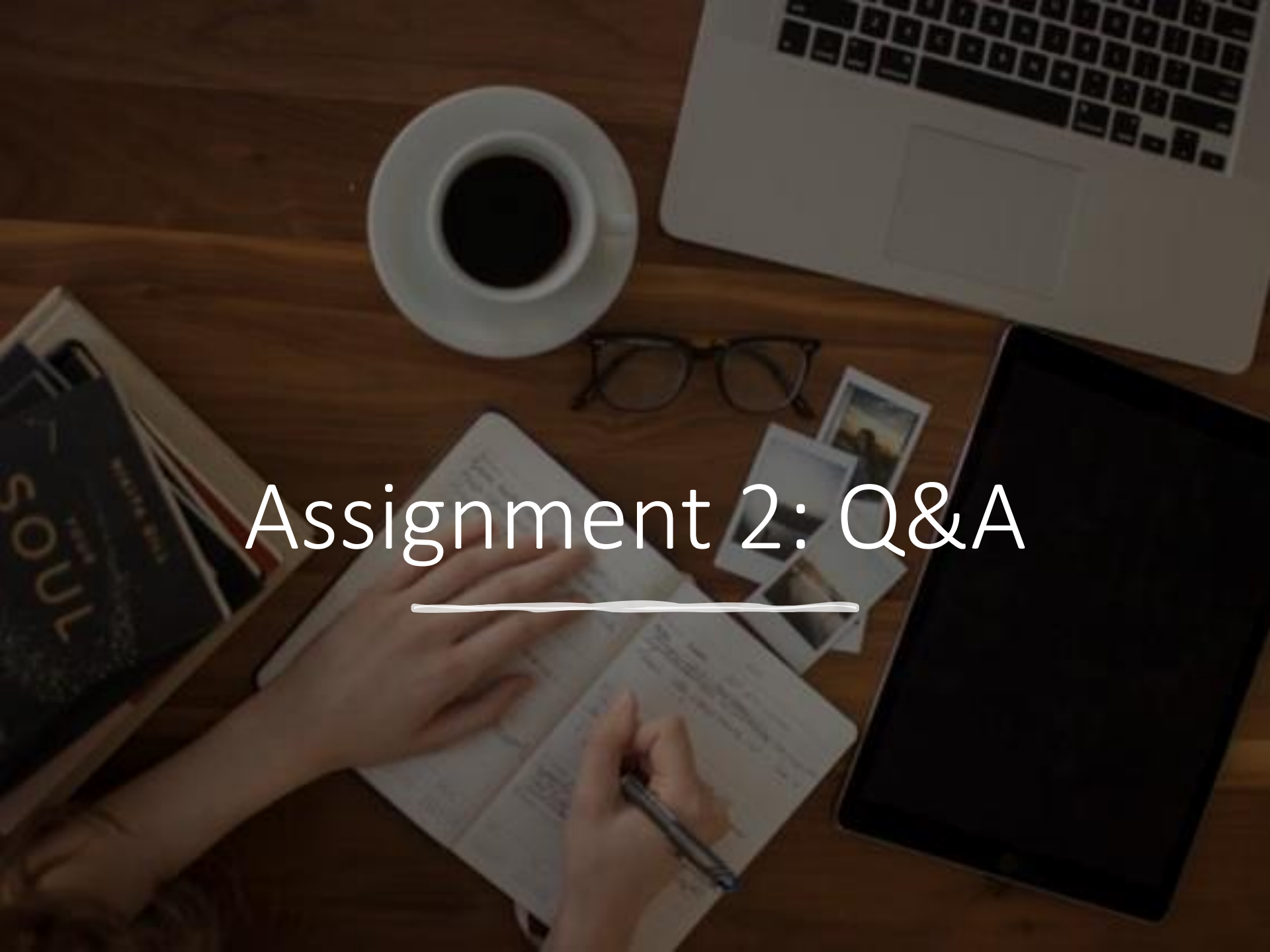
LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Understand the importance of Guest Services strategies and appreciate their use in understanding guest needs and the value of empowerment and guest service measurements.
- Evaluate the range of hospitality services and provision in terms of the changing nature of consumer demands and understand operational systems and resource provision required to deliver service excellence.

Module Feedback



A top-down view of a wooden desk. In the upper right is a silver laptop. To its left is a white cup of black coffee on a saucer. Below the coffee is a pair of black-rimmed glasses. In the center is an open notebook with a person's hands writing in it. To the right of the notebook is a tablet and several small instant photos. On the left side of the notebook is a book with 'THE SOUL' visible on its cover.

Assignment 2: Q&A



Deadline: Thursday, 9th March 2023, at 23:55pm

Late Submission: Thursday, 16th March 2023, at 23:55pm

(marks capped at 40%)

Assignment 2: 1,500-Word Report

- Proofread your work before submission
- Use British English (e.g. organisation) instead of American English (e.g. organization)
- Please use: Arial Font 12, 1.5 line spacing, Justify Text
 - Add page numbers to your document

Assignment 2: 1,500-Word Report

- Please apply the following structure (Report Format):

Title Page

Executive Summary

Content Table

Introduction

Main Body/Findings

Conclusion

Recommendations

Reference List

Academic Misconduct

- UWTSD has a strong commitment to academic integrity which reflects the University's core mission
- Academic Misconduct will not be tolerated in any shape or form
- If a submission is deemed suspicious, the student will be invited to a Viva prior to an investigation by the Academic Office (AO)
- Do not work in teams – if you are found to share your work with another student, you will also be investigated.



PLAGIARISM

The image features a dense, 3D-rendered field of dark grey question marks. In the center, a single, bright yellow question mark stands out prominently. Overlaid on this scene is the text "Any Questions?" in a clean, white, sans-serif font.

Any Questions?

References

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