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Toolkit Presentation

SLIDE 1 – Skills Participants Will Gain

I'm going to talk about the skills, knowledge, and objectives included in our hospitality training toolkit for new staff at The Swan Hotel Swansea.

So first, I'm going to talk about the skills participants will gain from the training.

One of the main skills staff will develop is strong customer service and communication skills. In hospitality, the way staff speak and interact with guests can really affect their overall experience. Through this training, participants will learn how to communicate professionally, listen carefully to guest needs, and adapt their approach depending on the situation.

For example, some guests might want fast and efficient service, while others may prefer a more personal and friendly interaction. Being able to recognise this helps create a better and more personalised guest experience.

Participants will also develop problem-solving skills. In a hotel environment, issues can happen at any time, such as complaints, booking problems, or unhappy guests. This training helps staff learn how to stay calm under pressure, respond professionally, and deal with situations confidently.

Instead of seeing complaints as just negative situations, staff are encouraged to see them as opportunities to improve guest satisfaction and protect the reputation of the hotel. This links to empowerment theory, which is about giving employees the confidence and authority to make decisions that improve the guest experience quickly and effectively.

SLIDE 2 – Knowledge Participants Will Gain

Moving onto the second slide, this focuses on the knowledge participants will gain from the training.

Firstly, staff will gain a better understanding of the hotel's service standards, brand values, and expectations. This is important because guests expect a consistent experience throughout their stay, and every interaction should reflect the identity of The Swan Hotel Swansea.

The training helps staff understand how things like professionalism, communication, appearance, and behaviour all contribute to the hotel's overall image and reputation. By

understanding these expectations from the start, employees are more likely to provide high-quality and consistent service.

Participants will also gain knowledge of key hospitality concepts such as service quality and guest satisfaction. One theory linked to this is the SERVQUAL model, which focuses on areas like reliability, responsiveness, empathy, and assurance when measuring service quality.

This theory is important because it shows how meeting guest expectations can improve customer satisfaction, positive reviews, and repeat business. It also helps staff understand how their role contributes to the success of the hotel overall.

SLIDE 3 – Objectives of the Training

Finally, moving onto the last slide, this focuses on the overall objectives of the training programme.

The main objective of this training is to make sure staff are able to deliver consistent, high-quality service while creating positive and memorable experiences for guests. In hospitality, guest satisfaction is really important because it can directly affect the success and reputation of a hotel.

Another key objective is to empower staff to make confident decisions while improving communication and teamwork within the workplace. Teamwork is especially important in hospitality because different departments rely on each other to make sure everything runs smoothly for guests.

The training also aims to help employees feel more confident when dealing with challenges and working in a fast-paced environment. Guest expectations are constantly changing, so it's important staff are prepared to adapt and respond professionally.

Overall, this training toolkit is designed to improve staff performance, support excellent guest service, and help maintain the long-term success and reputation of The Swan Hotel Swansea.

Thank you for listening.