

MANAGING THE GUEST EXPERIENCE

UNIT CODE: TO/CU/TG/CC/01/4/A

RELATIONSHIP TO OCCUPATIONAL STANDARDS:

This unit addresses the guest experience competency

DURATION OF UNIT: 30 hours

UNIT DESCRIPTION

This unit specifies the competencies required to manage the overall guest experience in tourism and hospitality. It involves meeting and greeting guests, maintaining guests' databases, collecting feedback from guests', addressing complaints and special needs. It also involves providing other team members with necessary information to meet and exceed guest expectations.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function.	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. <i>Bold and italicized terms are elaborated in the Range</i>
1. Coordinate guest interactions	1 .1. Guest is welcomed as per workplace policy. 1 .2. Guest is guided to desired location as per workplace policy. 1 .3. An institution services are promoted based on its products. 1 .4. <i>Options to enhance guest experience</i> are recommended based on guest preference, status, and duration of stay and workplace policy.
2. Collect, process and disseminate guest information	2 .1. Guest contact details are taken and compiled as per workplace policy. 2 .2. Guest <i>dietary preferences/needs</i> and <i>special requirements</i> are obtained as workplace policy. 2 .3. Guest information is shared with relevant stakeholders as per workplace policy.
3. Handle guest's feedback	3.1 Feedback from the guests is obtained, analysed and shared as per workplace policy. 3.2 Guest feedback is addressed as per workplace policy.

	<p>3.3 Action taken on guest information is followed-up and monitored as per workplace policy.</p> <p>3.4 <i>Compensation of guest experience</i> is conducted as per workplace policy and SOPs.</p> <p>3.5 Satisfaction of the guest is assessed based on guest feedback and/or future experience with the guest.</p>
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RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variable	Range
Options to enhance guest experience	<ul style="list-style-type: none"> • Menu options • Seating arrangements • Special orders
Dietary preferences/needs	<ul style="list-style-type: none"> • Vegetarian meals • Lactose intolerance • Gluten intolerance • Sugar free products • Nut allergies • Protein allergies
Special requirements	<ul style="list-style-type: none"> • Birthday entertainment • Wheelchair access • Baby chairs • Baby walkers • Family seating • Valet services • Nanny services
Compensation of guest experience	<ul style="list-style-type: none"> • Replacement service • Complimentary meal/beverage • Refund

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required Skills

This section describes the required skills which supports performance. These skills will need to be considered in the learning and assessment process.

- Communication
- Interpersonal
- F&B service skills
- Listening
- Problem solving
- Negotiation
- Attention to detail
- Analytical
- Leadership
- Report writing
- Entrepreneurial
- Critical thinking
- Information Technology (IT)
- Decision making
- Customer care

Underpinning Knowledge

This section describes the required knowledge which supports performance. This knowledge will need to be considered in the learning and assessment process.

The individual needs to demonstrate knowledge of:

- F&B operations
- Business communication
- Customer care
- Basic accounting
- Financial accounting
- Property management
- Basic culinary techniques
- An institution and catering law
- Hygiene and sanitation
- Food safety
- Principles of management
- Principles of marketing

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills, knowledge and range.

<p>1. Critical Aspects of Competency</p>	<p>Assessment requires evidence that the candidate:</p> <ol style="list-style-type: none"> 1.1 Welcomed guests courteously. 1.2 Guided guests to the desired location. 1.3 Promoted institution products and services. 1.4 Recommended options to enhance guest experience. 1.5 Collected and compiled guest information. 1.6 Shared guest information with relevant stakeholders on time. 1.7 Obtained, analysed and shared guest feedback from the guests. 1.8 Followed up and monitored action taken on guest information. 1.9 Conducted compensation of guest experience appropriately. 1.10 Assessed guest satisfaction.
<p>2. Resource Implications</p>	<p>The following resources must be provided:</p> <ul style="list-style-type: none"> • An institution with a functional food and beverage department and a food production unit.
<p>3. Methods of Assessment</p>	<p>Competency may be assessed through:</p> <ol style="list-style-type: none"> 3.1 Observation 3.2 Written tests 3.3 Interview 3.4 Project 3.5 Third party report
<p>4. Context of Assessment</p>	<p>Competency may be assessed:</p> <ul style="list-style-type: none"> • on-the-job, • off-the-job • or a combination of these • During industrial attachment <p>Off the job assessment must be undertaken in a closely simulated workplace environment.</p>
<p>5. Guidance information for assessment</p>	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>