

SITHIND002

Source and use information on the hospitality industry

Learner Guide



Unit of Competency

Application

This unit describes the performance outcomes, skills and knowledge required to source and use current and emerging information on the hospitality industry. This includes industry structure, technology, laws and ethical issues specifically relevant to the hospitality industry. Hospitality personnel integrate this essential knowledge on a daily basis to work effectively in the industry.

The unit applies to all hospitality sectors and people working at different levels. Managers will use more formal research to attain specialised and comprehensive knowledge to support product planning, marketing and strategic management activities. This is covered in other units of competency.

This unit is not about having in-depth knowledge but focuses on the ability to source and interpret information relevant to day-to-day activities in order to maximise work performance.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Unit Sector

Hospitality.

Performance Criteria

Element <i>Elements describe the essential outcomes.</i>	Performance Criteria <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Source and use industry information	1.1 Identify sources of information on the structure and operation of the hospitality industry 1.2 Access specific information of relevance to the hospitality industry to assist operational duties 1.3 Obtain information on features of current and emerging hospitality products and services relevant to job role 1.4 Use knowledge of the hospitality industry and its products and services to enhance the quality of work performance
2. Source and use compliance information	2.1 Obtain information on laws specifically relevant to the hospitality industry, and work compliantly 2.2 Seek information on industry quality assurance schemes and use it to benefit own organisation 2.3 Access information on career planning and equal employment opportunity (EEO) law 2.4 Obtain information on ethical industry practices and conduct day to day hospitality activities according to those practices
3. Source and use information on hospitality technology	3.1 Source and access information on current and emerging technologies that impact on operational duties 3.2 Use information on technology to suggest new and improved workplace practices 3.3 Use current and emerging technology in day to day work activities
4. Update personal and organisational knowledge of the hospitality industry	4.1 Identify and use a range of opportunities to update current and emerging knowledge of the hospitality industry 4.2 Monitor current issues and trends for the industry 4.3 Share updated information with colleagues

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

- Reading skills to:
 - read the content of plain English information about laws and quality assurance processes
 - research and sort hospitality industry information and determine information relevant to own work
- Writing skills to:
 - write and summarise notes, and record information in basic documents, information sheets and files
- Oral communication skills to:
 - use open and closed probe questioning to interact effectively and obtain information from:
 - experienced industry personnel
 - colleagues
 - suppliers
 - industry bodies
- Learning skills to:
 - continuously update, review and maintain own knowledge of the hospitality industry
- Technology skills to:
 - use a computer and keyboard
 - use online information systems to search for information.

Assessment Requirements

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- Source and document current and emerging industry information on the hospitality industry using at least three information sources listed in the knowledge evidence
- Source and interpret information on the following from the above sources and share with colleagues to improve knowledge of the hospitality industry:
 - current and emerging products and services
 - current issues
 - career opportunities
 - relationship between other related industries
 - compliance issues and quality assurance
 - new products, technology, techniques and services
 - work ethic required to work in the industry
- Identify ways to integrate current hospitality industry information into daily work activities to enhance the quality of work performance.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- Sources of information on the hospitality industry:
 - developers of codes of conduct or ethics
 - discussions with experienced industry personnel
 - industry accreditation operators
 - industry associations and organisations
 - industry journals, reference books and seminars
 - libraries and media
 - networking with colleagues and suppliers
 - personal observations and experience
 - plain English documents, issued by government regulators, that describe laws relevant to the hospitality industry
 - training courses
 - unions
- Structure of the hospitality industry and its different sectors:
 - key characteristics
 - main functions
 - features and services of businesses within the local and regional industry
 - business relationships between different sectors
- Information of relevance to the hospitality industry:
 - economic and social significance of the hospitality industry
 - career opportunities within the industry
 - roles and general responsibilities for different jobs in the industry

- Key ways that information is used to enhance the quality of work performance:
 - improving skills and productivity
 - producing food items to meet current market trends and customer expectations
 - providing quality hospitality service
 - suggesting new and improved ways of doing things
 - working effectively with:
 - other sectors of the hospitality industry
 - suppliers
 - working according to:
 - ethical industry practices
 - legal requirements for self and the organisation
- Key characteristics and main functions of allied and related industries
- Primary functions of:
 - major cross-industry and sector-specific industry associations especially those with which the business has a relationship
 - trade unions in the industry
- Basic aspects of ethical issues specifically relevant to the hospitality industry
- Basic aspects of hospitality industry quality assurance processes:
 - industry accreditation schemes
 - codes of conduct or ethics
 - industry association membership
 - occupational licensing
 - reasons for participation and impacts of non-compliance
 - roles and responsibilities of individual staff members when participating in schemes
- Basic aspects of state, territory and commonwealth laws specifically relevant to the hospitality industry and actions that must be adhered to by hospitality businesses:
 - food safety
 - responsible service of alcohol
 - responsible conduct of gaming
 - local community protection that must be met by hospitality industry operators when delivering services and requirements to maintain the lifestyle of neighbouring residents
- Basic aspects of industrial relations:
 - award provisions
 - equal employment opportunity (EEO) law
 - rights of employees and responsibilities of employers to make merit-based employment decisions
- Current and emerging technology used in the hospitality industry:
 - catering systems
 - applications for electronic devices and computers
 - computer-aided despatch systems
 - food production systems
 - industry online booking systems
 - industry reservations, operations and financial and tracking systems
 - project management systems
 - social media sites.

Assessment Conditions

Skills must be demonstrated in a hospitality industry service environment. This can be:

- An industry workplace
- A simulated industry environment or activity for which information on the hospitality industry is sourced.

Assessment must ensure access to:

- Computers, printers, communication technology and information programs used to source industry information
- Plain English documents issued by government regulators that describe laws specifically relevant to the hospitality industry:
 - food safety
 - responsible service of alcohol
 - responsible conduct of gaming
 - local community protection.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume Implementation Guide: - <http://www.serviceskills.com.au/resources>

1. Source and use industry information

- 1.1.** Identify sources of information on the structure and operation of the hospitality industry
- 1.2.** Access specific information of relevance to the hospitality industry to assist operational duties
- 1.3.** Obtain information on features of current and emerging hospitality products and services relevant to job role
- 1.4.** Use knowledge of the hospitality industry and its products and services to enhance the quality of work performance



1.1 – Identify sources of information on the structure and operation of the hospitality industry

The hospitality industry

The hospitality industry is made up of thousands of organisations including hotels, restaurants, fast food outlets, cafes, pubs, bars and clubs. The industry also consists of numerous suppliers, events companies, tourist services, delivery services and transport organisations.

It is a multibillion-dollar industry that depends chiefly on the availability of leisure time and disposable income.

There are a variety of sources of information on the hospitality industry.

Sources of information include:

- The internet – e.g. news and job websites (such as Frontlinehospitality.com.au and Seek.com.au)
- Industry journals and reference books
- Trade and B2B magazines such as *Hospitality Magazine* and *Open House Magazine*
- Newspapers
- Libraries
- Databases such as The ABS – Australian bureau of statistics
- Directories such as hospitalitydirectory.com.au (to help find suppliers, staff, equipment etc.)
- Trade unions such as United Voice and the Australian Liquor, Hospitality and Miscellaneous Workers' Union
- Professional industry bodies, associations and organisations such as The Australian Hotels Association (an organisation of employers in the hospitality and liquor industry registered under the Fair Work (Registered Organisations) Act 2009)
- Events such as lectures, seminars, workshops and conferences with experienced industry personnel
- Registered training organisations – to help furnish staff with new skills, knowledge and experience
- Developers of codes of conduct or ethics
- Industry accreditation operators
- Personal observations and experience
- Legislation affecting the hospitality industry.



Characteristics, structure and operation of the hospitality industry

The hospitality industry in Australia is a broad and varied industry ranging from single-person organisations to worldwide corporations, but it has several key characteristics.

Key characteristics of the hospitality industry include:

- Hourly wages
- Long working hours
- Hard work
- Shift work
- Gratuities
- Regular opportunities for progression
- Regular opportunities for professional development
- A high turnover of staff.



Main functions of the hospitality industry include the provision of:

- Food
- Drinks
- Accommodation
- Entertainment.

Job hierarchies in the hospitality industry vary only according to the job titles and number of jobs specific to specific organisations; job roles are much the same across the board.

There are:

- Basic service assistants such as waiters/waitresses, bartenders, cleaners, parking attendants, valets, delivery drivers, etc.
- Apprentice chefs, junior chefs, sous chefs, head chefs
- Shift supervisors
- Bar and restaurant managers
- Events coordinators and events assistants
- General managers
- Owners/directors.

Allied and related industries and industry associations

It also helps to understand how allied and related industries and industry associations work and the services and products they provide.

Allied and related industries to hospitality could include:

- Customer service
- Drinks
- Food
- Supplies and equipment
- Recruitment
- Technology and machinery (glass washers, washing machines, vending machines etc.)
- Textile industry (e.g. uniform)
- Cleaning services
- Training services
- Construction
- Tradesmen
- Transport.



Key characteristics of allied and related industries:

- Service-oriented
- Reliance upon orders
- Services and products are sold to a huge variety of customers.

Cross-industry and sector-specific industry associations provide of:

- Advice
- Information
- Advocacy services
- Employment protection
- Wage protection
- Protection of workplace rights.

Activity 1A



1.2 – Access specific information of relevance to the hospitality industry to assist operational duties

Accessing specific information

Accessing specific information involves understanding what information, or what kind of information, you're looking for, locating it and then absorbing the relevant information carefully in order to achieve a full and detailed understanding. Sometimes, reading for specific information also involves reading to see if information is contained in a text.

This may mean:

- Using specific internet search terms
- Subscribing to websites, magazines, newsletters
- Networking with and contacting specific people via the phone or email
- Using directories and social media websites, such as LinkedIn, to find specific information and resources. e.g. events coordinators, experienced staff, suppliers, equipment
- Attending specific lectures, seminars, workshops or conferences
- Contacting appropriate RTOs to provide bespoke training.



Information of relevance to the hospitality industry includes:

- Economic statistics and figures
- Reports on trends and developments within the industry
- Reports on the social significance of the industry
- Career opportunities within the industry
- Roles and general responsibilities of different jobs in the industry.

Activity 1B



1.3 – Obtain information on features of current and emerging hospitality products and services relevant to job role

Current and emerging hospitality products and services

As described in 1.1, there are a variety of ways an individual can access information on current and emerging hospitality products and services.

Sources of information include:

- The internet – e.g. news and job websites (such as Frontlinehospitality.com.au and Seek.com.au)
- Trade and B2B magazines such as Hospitality Magazine and Open House Magazine
- Newspapers
- Databases such as The ABS – Australian bureau of statistics
- Directories such as hospitalitydirectory.com.au (to help find suppliers, staff, equipment etc.)
- Trade Unions such as United Voice and the Australian Liquor, Hospitality and Miscellaneous Workers' Union
- Professional bodies such as The Australian Hotels Association (an organisation of employers in the hospitality and liquor industry registered under the Fair Work (Registered Organisations) Act 2009)
- Events such as lectures, seminars, workshops and conferences
- Registered training organisations – to help furnish staff with new skills, knowledge and experience.



Helpful websites with information on current and emerging products include:

- johnbatman.com.au/
- hotelproductsdirect.com.au
- hospitalitysuperstore.com.au
- hospitalitydirectory.com.au
- nationalhotelsupplies.com.au
- thehospitalitystore.com.au
- hisconfe.com.au.

Activity 1C



1.4 – Use knowledge of the hospitality industry and its products and services to enhance the quality of work performance

Using knowledge to enhance quality of work performance

It is vital to apply all knowledge to working practice, training and development; otherwise the knowledge itself is useless.

Using information to enhance the quality of work performance means:

- Improving skills and productivity
- Producing food items to meet current market trends and customer expectations
- Providing quality hospitality service
- Suggesting new and improved ways of doing things
- Working effectively with
 - other sectors of the hospitality industry
 - suppliers
- Working according to:
 - ethical industry practices
 - legal requirements for self and the organisation.

Tips for using knowledge to enhance work performance include:

- Learning in real world contexts
- Setting goals
- Setting dates for assessing progress
- Keeping a diary
- Engaging in collaborative learning
- Remembering that practice makes perfect
- Developing a positive mental attitude.

Remember that:

- Motive for change + clear shared vision + capacity for change + actionable first steps = effective improvement.



Activity 1D



2. Source and use compliance information

- 2.1.** Obtain information on laws specifically relevant to the hospitality industry, and work compliantly
- 2.2.** Seek information on industry quality assurance schemes and use it to benefit own organisation
- 2.3.** Access information on career planning and equal employment opportunity (EEO) law
- 2.4.** Obtain information on ethical industry practices and conduct day to day hospitality activities according to those practices



2.1 – Obtain information on laws specifically relevant to the hospitality industry, and work compliantly

Obtaining information on hospitality industry laws

As part of your job responsibilities, you should learn about the relevant laws, rules and regulations that affect your job role, attend periodic training and seek to keep up on any legal developments and consult with legal experts if you have any questions about the applicability, existence or interpretation of any law or regulation.

Visit www.australia.gov.au/ for specific information regarding your job role.

In Australia and New Zealand, food safety standards are outlined by Food Standards Australia New Zealand (FSANZ); these standards apply to every business involved in the handling of food for sale, or the sale of food. The only exceptions are businesses involved solely in primary production that do not process their products or sell them directly to the public.

Key legislation and guidelines include:

- Food Standards Australia New Zealand Act 1991
- Imported Food Control Act 1992
- Food Standards Australia New Zealand Regulations 1994.

It is advisable, in all cases, to consult your state authority for specific information on hospitality legislation and guidelines as these can differ from federal regulations.



Basic aspects of state, territory and commonwealth laws specifically relevant to the hospitality industry (and actions that must be adhered to by hospitality businesses) include:

- Food safety
- Responsible service of alcohol
- Responsible conduct of gaming.

Activity 2A



2.2 – Seek information on industry quality assurance schemes and use it to benefit own organisation

Industry quality assurance schemes

Quality assurance (QA) schemes are a method of preventing mistakes or defects in manufactured products and avoiding problems when providing services to customers.

QA helps prevent errors via:

- Systematic measurement
- Comparison with a standard
- Monitoring of processes
- Associated feedback.



This can be contrasted with quality control, which is focused on process output.

Aspects of hospitality industry quality assurance processes include:

- Industry accreditation schemes
- Codes of conduct or ethics
- Industry association membership
- Occupational licensing
- Reasons for participation and impacts of non-compliance
- Roles and responsibilities of individual staff members when participating in schemes.

Activity 2B



2.3 – Access information on career planning and equal employment opportunity (EEO) law

Accessing information on career planning

Whether an individual has yet to choose their future career, or whether he/she has been working in a particular industry for decades, it is always important to have access to information on career planning and EEO law.

In Australia, information on career planning can most readily be found on the internet. Indeed, there are a variety of websites designed to help individuals answer the many questions they may have regarding the hospitality industry. It is also possible, via these websites, to arrange appointments with career advisors and other professionals who may be able to provide more expert information.

Websites with information on career planning include:

- The fthskillscouncil.com.au website
- [Myfuture.edu.au](http://myfuture.edu.au)
- Career development association of Australia (cdaa.org.au)
- [Yourcareerguide.com.au](http://yourcareerguide.com.au).

Questions to ask include:

- How healthy is the industry?
- How many jobs are there?
- How much scope is there for progression?
- What is the average salary?
- What kind of threats is the industry facing?



Accessing information on equal employment opportunity

EEO stands for Equal Employment Opportunity. It covers and tackles discrimination in the workplace and associated topics such as harassment, bullying and victimisation.

Most employers are subject to both Federal and State EEO legislation. Each state and territory has a separately administered tribunal and court system overseeing these laws. In addition, employees in any state or territory may utilise the Federal court and tribunal systems.

It is important for managers and supervisors to have some understanding of the employer's obligations under the law in order to ensure compliance.

Federal and state EEO laws state that it is unlawful to discriminate against a person on certain prohibited grounds of discrimination. Discrimination is unlawful in the workplace, including during recruitment, employment, and termination of employment.

According to EEO, no employee should be discriminated against regardless of their age, gender, race, religion, ethnicity, culture, disability and socio-economic status. This links in with peoples' human rights under international law.

Employers with 100 or more employees are subject to extra legal requirements in relation to promoting and reporting on their practices that support equal opportunity for women in the workplace.

The law generally holds an employer responsible for discrimination or harassment that occurs in the workplace by its employees. This is called 'vicarious liability'. If however, the employer can show that it took all reasonable steps to prevent the discrimination or harassment occurring, then the employer may not be responsible.

Activity 2C



2.4 – Obtain information on ethical industry practices and conduct day to day hospitality activities according to those practices

Obtaining information on ethical industry practices

Ethics are the values an individual uses to govern activities and decisions. In an organisation, a code of ethics is a set of principles that guide the organisation in its programs, policies and decisions for the business.

Like most industries, the hospitality industry is susceptible to unethical behaviour and practices, and as a result, managers and supervisors are called upon to uphold and pass on the highest ethical standards. It is very important that certain steps are followed to ensure this happens.

There are many different approaches to promoting ethical behaviour in the hospitality industry.

Tourism Australia's ethical guidelines

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in around 16 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

Its code of conduct can be found here at:

tourism.australia.com/documents/corporate/Code_of_Conduct.pdf

Ethical issues could include:

- Overbooking
- Mistreatment of others
- Whistle blowing
- Theft
- Racism
- Sabotage
- Misleading information in hotel restaurant menus, brochures and websites.



Furthermore, customers could be overcharged, short changed, charged for unused services, or forced to purchase unneeded services. Other issues that could arise are infringement of guests' property and other unethical behaviour, like gender or sexual harassment.

Ethical day-to-day conduct

Given the wide array of ethical 'grey areas', it is often difficult to know how to act in certain situations. But while it is difficult to know how to navigate through ethical quandaries, it helps to stick to certain values while conducting yourself in the workplace.

These values include:

- Honesty
- Integrity
- Trustworthiness
- Loyalty
- Fairness
- Concern and respect for others
- Commitment to excellence
- Strong, fair leadership
- Reputation and morale
- Accountability.



Promoting an ethical culture

Promoting the above values may cost money in the short-term but they are likely to contribute to the long-term success of the organisation. It turns every customer interaction into an opportunity to increase customer satisfaction and loyalty. With that in mind, if a guest visits a hotel and can witness the kind of ethics that are practiced at the property, it will more than likely compel that guest to return again in the future, and the hotel will have won his/her loyalty.

Creating a strong ethical environment can result in increased profits, better employee relations and management efficiency. It can also promote job satisfaction and enhance the quality of the customer experience.

An ethical company culture assists in creating a positive environment. A business' reputation is everything and can provide a competitive edge. Ethical practices contribute to an organisation's productivity by minimising losses, creating trust with suppliers, establishing customer loyalty and maintaining a successful team of employees.

The most important aspect to a customer's experience in the hospitality industry is how they perceive they are being treated during interactions with the staff. If customers feel that they are being treated unethically, their estimation of their experience will be lowered, along with the organisation's ratings.

Activity 2D



3. Source and use information on hospitality technology

- 3.1. Source and access information on current and emerging technologies that impact on operational duties
- 3.2. Use information on technology to suggest new and improved workplace practices
- 3.3. Use current and emerging technology in day to day work activities



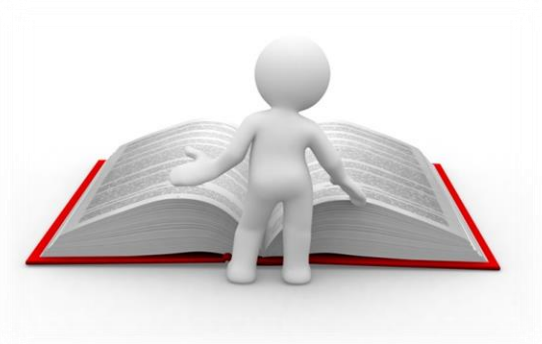
3.1 – Source and access information on current and emerging technologies that impact on operational duties

Sourcing and accessing information on current and emerging technologies

Technology plays an important role in the hospitality industry. Both customers and businesses can benefit from technological advances, from improved communication, to more efficient reservations and guest services systems.

Sources of information include:

- The internet – e.g. news and job websites (such as Frontlinehospitality.com.au and Seek.com.au)
- Industry journals and reference books
- Trade and B2B magazines such as Hospitality Magazine and Open House Magazine
- Newspapers
- Libraries
- Databases such as The ABS – Australian bureau of statistics
- Directories such as hospitalitydirectory.com.au (to help find suppliers, staff, equipment etc.)
- Trade Unions such as United Voice and the Australian Liquor, Hospitality and Miscellaneous Workers' Union
- Professional industry bodies, associations and organisations such as The Australian Hotels Association (an organisation of employers in the hospitality and liquor industry registered under the Fair Work (Registered Organisations) Act 2009. Established in 1839, the AHA represents the interests of more than 5,000 members across Australia serviced by branches operating in every state and territory plus a Canberra-based National Office.)
- Events such as lectures, seminars, workshops and conferences with experienced industry personnel
- Registered training organisations – to help furnish staff with new skills, knowledge and experience
- Developers of codes of conduct or ethics
- Industry accreditation operators
- Personal observations and experience
- Legislation affecting the hospitality industry



Current and emerging technology used in the hospitality industry includes:

- Applications for electronic devices and computers
- Computer-aided despatch systems
- Food production systems
- Reservation systems
- Project management systems
- New software for payment of wages/salaries
- Tablets for sending orders through directly
- Social media websites.



Activity 3A



3.2 – Use information on technology to suggest new and improved workplace practices

Using information on technology to suggest new workplace practices

Advances in technology have improved operations at companies of all sizes and helped turn small local businesses into global businesses. But this could never have happened were it not for the staff members' willingness to learn and share information on the new technology, and then to improvise new ways of doing things. In time, these new ways become standard work practices, and the cycle repeats itself.

Information on technology can be used to suggest new workplace practices concerning:

- Communication
- Efficiency
- Marketing
- Productivity
- Customer service.



Communication

Mobile phones have become small business necessities for owners and employees. These devices are lifelines for staying in touch when on the road and responding to customer inquiries in a timely manner. Smartphones are even better, with access to the internet, email and business applications.

Efficiency

New technology can be used to:

- Capture relevant information, such as customer details, in the most simple, time-efficient way
- Manage documents to ensure that information is dealt with logically and securely
- Avoid duplication – e.g. using handwritten timesheets that then need to be manually inputted onto a PC
- Address technological obstacles – e.g. simplifying a complex helpdesk process to make it easier to resolve IT problems.

Marketing

Technology has freed businesses from the restrictions of print ads when it comes to reaching new and existing customers. Internet marketing ranges from developing a simple website, to advertising on search engines and social media, to selling products online.

Productivity

Businesses need to wring every ounce of productivity out of their operations and technology tools help employees get tasks done more quickly. This may range from printing out marketing materials to providing customer service through email or online chat. The key is to keep employees focused when using technology and to use it appropriately with the goal of saving time. Sometimes, a phone call may be more efficient and productive than an email. Provide employees with the right hardware and updated software to keep them working at peak proficiency.

Customer Service

Technology brings businesses closer to customers. Businesses use email to answer questions, offer online chat to help customers that are visiting the business website, and equip call centres with the latest phone equipment that makes customer service agents more efficient. You should give customers a choice of ways to contact the company.

Technology is powerful, but remember that a business is always basically about serving other people; do not cut corners when it comes to training employees in effective customer service techniques and the proper use of the technology.

Activity 3B



3.3 – Use current and emerging technology in day to day work activities

Using new technology in day-to-day activities

In order to develop and maintain a competitive edge over your rivals, it is vital to use any and every tool at your disposal to improve performance levels; this means harnessing the power of current and emerging technologies.

As described in 3.2, new technology can help reform working practice in a variety of ways, from streamlining communication to boosting the impact of marketing and advertising.

Current and emerging technology used in the hospitality industry includes:

- Applications for electronic devices and computers
- Computer-aided despatch systems
- Food production systems
- Online booking systems
- New software for payment of wages/salaries
- Tablets for sending orders through directly
- Social media sites.

But it is not always easy to ingratiate new technology with day-to-day activities. Indeed, it often takes time for it to be used effectively.

The use of new technology in day-to-activities requires:

- Thorough staff training
- Experimentation
- Trial and error
- Feedback and evaluation.



Activity 3C



4. Update personal and organisational knowledge of the hospitality industry

- 4.1.** Identify and use a range of opportunities to update current and emerging knowledge of the hospitality industry
- 4.2.** Monitor current issues and trends for the industry
- 4.3.** Share updated information with colleagues



4.1 – Identify and use a range of opportunities to update current and emerging knowledge of the hospitality industry

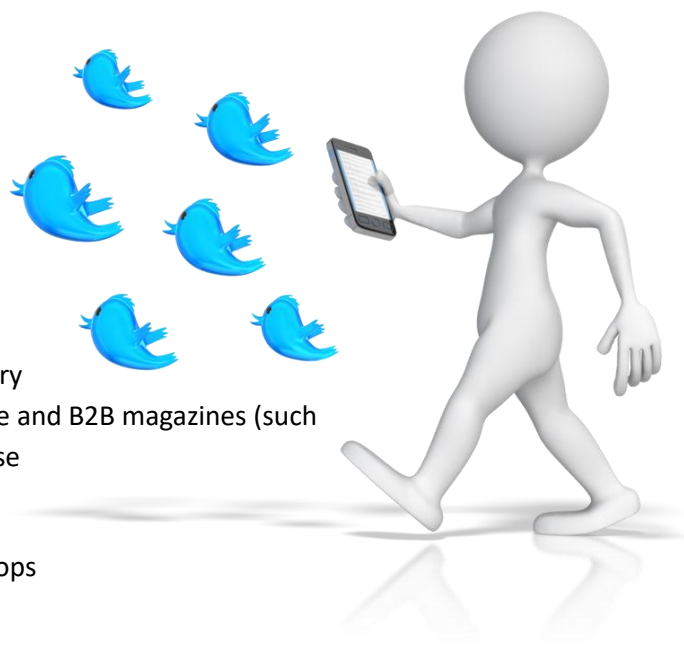
Identifying opportunities to update knowledge of the hospitality industry

Improving industry knowledge gives you a competitive advantage and assists you in the growth of your business. As well as learning as much as possible about your industry, it is also important to ensure you are up-to-date with the latest news and current trends.

You should take time out of your schedule each day to research the latest industry developments.

Opportunities to update knowledge include:

- Mentoring schemes
- Networking
- Social media (Twitter, LinkedIn, Facebook, Forums)
- Following blogs
- Subscription offers for websites, industry journals and reference books, and trade and B2B magazines (such as Hospitality Magazine and Open House Magazine)
- Training courses, seminars and workshops
- Conferences, exhibitions and festivals.



There are several important benefits of staying up-to-date with the latest industry developments.

The benefits include:

- Making better decisions
- Being able to spot threats and opportunities early on
- Building 'expert power'; a reputation as an industry leader
 - this will help you to earn the trust and respect of the people around you
- Becoming aware of any changes you need to think about.

Activity 4A



4.2 – Monitor current issues and trends for the industry

Monitoring current industry issues and trends

In order to develop and maintain a competitive edge over your rivals, it is vital to use any and every tool at your disposal to improve performance levels; this monitoring current issues and trends in the hospitality industry.

There are several issues and trends currently affecting the Australian hospitality industry.

These issues and trends include:

- Labour and skills shortages
- Advances in technology
- The liquor licence
- Bullying and harassment in the workplace.



Labour and skills shortages

The problem of attracting and retaining qualified, experienced workers is a global challenge. Wage levels, failure to adequately address worker satisfaction and a reputation for long hours and low pay are all cited as contributing factors.

Advances in technology

Despite a growing awareness of the value of modern, integrated systems, many properties still do not take advantage of them as fully as they could.

The liquor licence

A liquor licence authorises the consumption of liquor and sale of liquor for consumption on the premises at any time with or ancillary to a genuine meal. If you are opening a new business, then it is vital that you take steps to attain this licence well before your opening date.

If you are taking over an existing licensed establishment then it is also important to know that the licence will not automatically be transferred to the new business owners and an assignment of this licence to the new owner will need to be approved.

If you are successful in gaining a liquor licence, you will need to ensure that a 'responsible person' is in attendance at all times.

Bullying and harassment in the workplace

The Australian Workplace Barometer revealed that 6.8 percent of Australian workers reported they had been bullied at work in the six months prior to being surveyed, with 3.5 percent experiencing bullying for longer than a six month period.

Bullying at work is now managed by the Fair Work Commission and new measures are being enacted to provide victims of bullying with more protection. These new laws can affect how a business operates, so it is vital that you have a clear understanding of the laws in order to avoid potential legal troubles.

Activity 4B



4.3 – Share updated information with colleagues

Sharing updated information with colleagues

Sharing industry news and trends with your team can help everyone grow potentially; it can create a positive learning environment and ultimately boost sales and revenue.

To share information, you could devote the first few minutes of a weekly team meeting to sharing relevant news and information. You could also post articles on your organisation's bulletin board or blog, or on social media websites.

Methods of sharing information include:

- Emails
- Newsletters
- Posters
- Staff training
- Meetings
- Seminars
- Workshops.



Benefits of sharing information include:

- More robust decision making among professionals because decisions are made based on sufficient, accurate and timely intelligence
- The creation of a positive workplace atmosphere
- Improved professional development
- Improved knowledge management – partner organisations (and the staff within them) develop a better understanding of the work undertaken by each organisation.

Activity 4C



Summative Assessments

At the end of your Learner Workbook, you will find the Summative Assessments.

This includes:

- Skills assessment
- Knowledge assessment
- Performance assessment.

This holistically assesses your understanding and application of the skills, knowledge and performance requirements for this unit. Once this is completed, you will have finished this unit and be ready to move onto the next one – well done!

SITHIND003

Use hospitality skills effectively

Learner Guide



Unit of Competency

Application

This unit describes the performance outcomes, skills and knowledge required to provide effective hospitality service to customers during service periods.

It requires the ability to integrate a range of individual technical skills while dealing with numerous sales, service or operational tasks simultaneously to meet the needs of multiple and diverse customers. It incorporates preparation, service and end of service tasks.

The unit applies to individuals working in a range of different departments such as accommodation services, food and beverage, gaming operations and housekeeping, in various hospitality industry settings, including bars, hotels, cafes, restaurants, clubs, pubs and motels.

It applies to frontline operational service personnel who deal directly with customers on a daily basis. They work with very little independence and under close supervision, applying little discretion and judgement as they follow predefined organisational procedures and report discrepancies to a higher level staff member for action.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Unit Sector

Hospitality

Performance Criteria

Element	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
4. Plan for service	1.1 Plan and organise tasks from organisational information 1.2 Discuss and confirm service requirements with supervisors as required 1.3 Prepare work area, equipment and supplies according to procedures to meet service requirements
5. Provide service	2.1 Greet customers courteously and determine their requirements for products and services 2.2 Offer relevant customer information and promote products and services according to organisational procedures 2.3 Interact with customers using appropriate methods and techniques to meet customer expectations of quality, presentation and timeliness of delivery 2.4 Resolve routine customer problems within scope of own responsibility and according to organisational policy
6. Complete operational tasks	3.1 Follow work schedules and work cooperatively as part of a team to maximise efficiency 3.2 Follow workplace safety and hygiene procedures 3.3 Maintain cleanliness and tidiness of work areas 3.4 Use organisational procedures and technology to complete operational tasks 3.5 Identify problems and report operational issues as they arise
5. Complete end of shift duties	4.1 Follow end of shift procedures 4.2 Complete administration and reporting requirements 4.3 Provide customer feedback to relevant supervisors or managers

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

- Reading skills to:
 - read organisational policies, procedures and work schedules
- Oral communication skills to:
 - listen to and interpret customer requests and describe products and services
- Numeracy skills to:
 - record or process financial transactions
- Learning skills to:
 - locate key information on organisational products and services
- Self-management skills to:
 - integrate all technical skills within the whole service period, throughout preparation, service, and end of shift duties
- Technology skills to:
 - use a variety of equipment for day-to-day work activities

Assessment Requirements

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- Integrate technical skills and provide hospitality service to customers for a minimum of 12 complete service periods (shifts) that individually or in combination involve:
 - interacting with and positively responding to diverse demands and requests of multiple customers throughout the service periods
 - working with speed and efficiency to deal with numerous service and operational tasks simultaneously
 - identifying issues and problems, referring to supervisor when appropriate, and participating in their resolution
 - working cooperatively as part of a service team, and taking limited responsibility for the service process, workflow and own work outcomes

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- Basic organisational information:
 - availability of products, services and specials
 - menus and beverage lists
 - current promotions, events and entertainment
 - details of expected business, customer requirements and scheduling
 - event or function running sheets
 - job role and tasks to be performed
 - local area and venue facilities
 - policies and procedures
 - staff rosters
 - verbal or written advice affecting job performance and service requirements
- Information relevant to customers:
 - current promotions, events and entertainment
 - customer loyalty programs
 - food menu options and specials
 - gaming facilities
 - hotel facilities:
 - gymnasiums and health facilities
 - in-room services
 - laundry services
 - room service
 - local area and venue facilities
 - lost and found services
 - membership benefits
 - prices of products and services
 - prize nights and special events
 - product knowledge of food, alcoholic and non-alcoholic beverages
 - raffles
 - wine and cocktail drink list choices and specials

- Common operational tasks:
 - communicating orders to the kitchen
 - ordering stock
 - preparing rooms for guests
 - processing financial transactions
 - providing porting services
 - selling and preparing drinks
 - selling gaming tickets
 - serving food and beverage
 - taking orders
- End of shift procedures:
 - cleaning work areas and equipment
 - debriefing session and quality service reviews
 - preparing for the next service period
 - restocking
 - safely storing products, equipment and materials
- Roles and responsibilities of service team members
- Organisational policies and procedures for:
 - administration and reporting relating to:
 - completing financial transactions
 - completing work plans and schedules
 - handover
 - hygiene, health, safety and security:
 - completing incident, work health and safety (WHS) and maintenance reports
 - customer service
 - complaint handling

Assessment Conditions

Skills must be demonstrated in an operational hospitality environment. This can be:

- An industry workplace
- A simulated industry environment, such as training in a:
 - restaurant/cafe environment
 - accommodation services environment
 - housekeeping environment
 - gaming operations environment.
- Assessment must ensure access to:
 - industry realistic ratios of service staff to customers
 - products and services to be delivered to customers.
- Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:
 - have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

Companion Volume Implementation Guide: - <http://www.serviceskills.com.au/resources>

1. Prepare for service

- 1.1.** Plan and organise tasks from organisational information
- 1.2.** Discuss and confirm service requirements with supervisors as required
- 1.3.** Prepare work area, equipment and supplies according to procedures to meet service requirements



1.1 – Plan and organise tasks from organisational information

Organisational information

As a customer-facing employee who works in one or more hospitality departments – including accommodation services, food and beverage departments, gaming departments, and housekeeping departments – you will have to locate and use your organisation's information/data to plan and organise your daily tasks.

Your daily tasks and overall role will depend largely on the hospitality environment you are working in. This unit will focus on common customer service environments, including bars, hotels, cafes, restaurants, clubs, pubs, and motels.

Locating organisational information

Organisational information should be easy to identify, whichever hospitality environment you work in. As a first step, you should check for physical documents in and around your workspace – this may include things such as menus, timetables, and legal/ethical standards.

You may also be able to find organisational information on your company's computer systems and in paper files – this may include things like guest booking information, availability, and stock level information.

Lastly, you should always look to ask your managers, supervisors, and colleagues to identify any new information that doesn't exist in documents or computer systems.

Being fully up-to-date with organisational information will allow you to make the best decisions when planning and organising your work tasks.

Basic organisational information may include:

- Availability of products and services
- Current discounts and special offers
- Menus and beverage lists
- Current events and entertainment
- Details of expected business, customer requirements and scheduling
- Event or function running sheets
- Job role and tasks to be performed (work order plans)
- Local area and venue/facility information
- Policies and procedures
- Staff rosters and timetables
- Verbal or written advice affecting job performance and service requirements.



Planning and organising tasks

Developing a clear plan for a shift will help you to stay focussed and be as efficient as possible – in turn, this will improve the customer's/guest's experience. The information sources listed above will help you to develop a clear work plan, allowing you to establish what tasks need doing, when they need carrying out, and how they need to be executed.

The tasks that you are responsible for will vary depending on the type of hospitality environment that you are working in. For example, if you are working in a 5-star hotel, your list of tasks and how you carry them out will be significantly different from working in a budget motel.

You will need to identify all tasks that need completing, and the order that they need completing in (in order of importance). Here is a list of common hospitality tasks which you may need to consider in your role.

Common tasks include:

- Communicating food orders to the kitchen
- Ordering stock when it is running low
- Preparing rooms for guests before arrival
- Managing booking systems
- Processing financial transactions
- Providing porting services
- Selling and preparing drinks
- Selling gaming tickets
- Serving food and beverage]
- Taking orders
- Greeting and meeting guests and customers.



Activity 1A



1.2 – Discuss and confirm service requirements with supervisors as required

Discussing and confirming service requirements

After identifying and studying organisational materials, you should have a good understanding of the tasks that need to be carried out, as well as some of your main responsibilities within your role. In addition to this, you will need to discuss and confirm all service requirements with your supervisor or manager.

This is an important step, as the manager/supervisor will have the most up-to-date information about service requirements for a particular shift. They will also have the knowledge and experience to guide you in developing a clear and effective work plan.

Arranging meetings to discuss and confirm

A group or one-to-one meeting should be organised to discuss all service requirements in your hospitality environment. A group meeting will usually suffice if the manager/supervisor needs to discuss preparatory requirements which affect the hospitality team.

A one-to-one meeting is preferable if you have specific work-related issues, or if you require extra guidance to understand the tasks that you are responsible for. A one-to-one meeting will allow you to ask questions in order to clarify and confirm your responsibilities. Never be afraid of asking questions if you don't understand your role – your managers/supervisors will prefer that you ask questions, if it means you are able to provide a quality service when the pressure is on.

When discussing service requirements, you will need to establish:

- What tasks need to be completed, as well as any priority tasks
- What tasks and services you are responsible for
- Current stock levels and any stock that needs replenishing
- What equipment is needed during your shift
- Cleanliness requirements
- Meeting and greeting requirements
- Disability access
- When and how often tasks need to be carried out
- Organisational methods and procedures which help to achieve a consistently high service standard.



Active listening

In order to properly discuss and confirm service requirements, you will need to use active listening skills. Using active listening will allow you to listen, clarify and understand what is expected of you in your role.

Active listening requires you to take the following steps:

- Listen closely to all instructions and advice provided by the supervisor or manager
- Repeat key information to clarify what the supervisor has said
 - this will help to show that you understand
 - it will also help you to remember the key information
- Ask the supervisor/manager questions to clarify and confirm your role.



Activity 1B



1.3 – Prepare work area, equipment and supplies according to procedures to meet service requirements

Preparing work area, equipment and supplies

Some of the main considerations when preparing for service include organising the work area, equipment and supplies that you will use. The preparatory steps that you take will depend on the service sector/department you are working in.

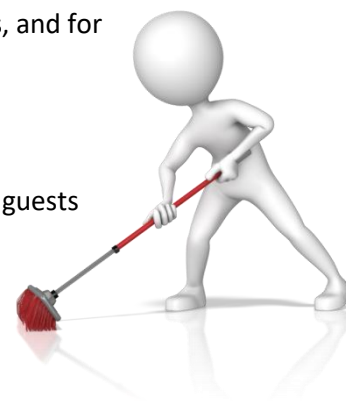
For example, if you are working in the accommodation department then one of your main roles may be cleaning and preparing rooms ready for new arrivals. You may have a list of tasks to complete, such as hoovering carpets, changing linen, supplying new towels, and airing the room.

Work area

It is important to prepare the work area, so that it is fit for both guests and staff – this should be done before guest arrivals, if possible. Above all else, the work area must be clean and safe, posing as small a risk as possible to guests/customers.

To prepare the work area, you will need to:

- Ensure that it is safe for all guests
 - including children, the elderly, and disabled people
- Clean the work environment thoroughly
 - this should be done to a high standard to meet legal requirements and guest expectations
- Create space for customers and staff
 - there should be enough space to carry out work tasks, and for guests/customers to move around safely
- Make it as comfortable as possible
 - the work area must be as comfortable as possible for guests
- Make it as presentable and appealing as possible
- Ensure a clean and fragranced air quality.



Equipment

You must ensure that the right equipment is available for you to carry out work tasks during your shift. Again, this should be done before your shift starts, so that you are prepared to deal with all problems, issues, and tasks as they arise. All equipment must be stored in places where staff can find it and access it easily.

For example, if you work in hotel restaurant you will need to make sure you have the right cleaning equipment and that any electronic ordering equipment is working as it should. You must also ensure that coffee/drinks machines and all cooking equipment are clean and working as they should.

Appropriate equipment may include:

- Cooking equipment
- Coffee and drinks machines
- Cleaning equipment
- Security equipment
- Cutlery
- Linen and towels.

Supplies

You must also plan ahead to ensure that you have enough supplies to carry out all guest/customer services throughout your shift. For example, if you are working in a restaurant, you will need to make sure that you have enough cutlery, table cloths, condiments, uniforms, food, and drink to last for a full shift.

Supplies may include:

- Food and ingredients
- Drinks
- Linen
- Cutlery
- Cleaning materials.

**Standard organisational procedures**

You will need to prepare for service by using standardised procedures and methods set by your organisation. This is important to ensure that you meet a consistently high standard of service, and so that you adhere to all legal and ethical requirements throughout your shift.

Standard organisational procedures may include:

- Administration and reporting relating to:
 - completing financial transactions
 - completing work plans and schedules
 - handover
- Hygiene, health, safety and security procedures
- Customer service procedures
- Complaints handling procedures.

Activity 1C



2. Provide service

- 2.1.** Greet customers courteously and determine their requirements for products and services
- 2.2.** Offer relevant customer information and promote products and services according to organisational procedures
- 2.3.** Interact with customers using appropriate methods and techniques to meet customer expectations of quality, presentation and timeliness of delivery
- 2.4.** Resolve routine customer problems within scope of own responsibility and according to organisational policy



2.1 – Greet customers courteously and determine their requirements for products and services

Greeting customers

You will need to greet all customers courteously, using appropriate language and body language to welcome them, before finding out how you can help. The methods you use to greet customers will depend on the department you work in, the type of customer/guest that you are greeting, and your organisation's policies and procedures for greeting guests/customers.

Adapting your greeting

You must be able to adapt your greeting style depending on the type of customer/guest you are welcoming. What may be interpreted as friendly by one person might be insulting and offensive to another. For example, you would not greet an elderly guest in the same way as you would greet a young child.

You should be especially aware of physical contact when greeting people, and understand when handshaking is appropriate and when it is not. In some faiths and cultures, there are rules regarding physical contact and eye contact, for example.

When greeting customers, you should:

- Say hello in a friendly manner
- Smile and make eye contact (in most cases)
- Introduce yourself
 - offer your name and your role within your organisation
- Ask how the person is
- Shake hands or gesture
 - the way you physically greet a person will depend on the person's culture, religion, gender, and age
 - it will also be guided by how your organisation wishes you to greet its customer
- Determine customers' requirements.



Determining customer requirements

After you have greeted the customer, you will need to find out what their requirements are, so that you can help them in the appropriate way.

Usually, the best way of identifying customer requirements is to simply ask how you can help them. This straightforward question should provide you with enough information to start serving the customer, although you may need to ask follow up questions to gather more details.

You should also pay attention to body language. For example, does the customer look lost or confused? This may show that they require directions, or that they don't know how to locate/access a product or service.

Activity 2A



2.2 – Offer relevant customer information and promote products and services according to organisational procedures

Offering information

Depending on your customers' requirements, you will need to offer them relevant information to assist/serve them in the appropriate way.

For example, if you have identified that a group of guests wants to have lunch in your restaurant, you will need to provide them with food and drinks menus for each person – including any children's menus that they require. You may also need to tell them about any special food and drinks offers, or about any meals that are currently unavailable.

You may need to tell your customers about:

- Where they can locate products and services
- Certain products and services they can use to solve problems, make improvements, or make things easier
- Safety information
 - for example, allergy information
- Price information
- Customer loyalty programs
- Food menu options and specials
- Drinks lists
- Room service
- Laundry services
- Facilities
- The local area and venue facilities
- Membership benefits
- Special events.



Promoting products and services

It will often be important to promote your organisation's products and services while serving customers.

This shouldn't be done randomly; your timing, the products/services you promote, and the way you promote them, should be part of a clear strategy which takes into account organisational policies and procedures.

Upselling

Upselling is a commonly used practice which involves selling a higher grade, often more expensive, product or service to the customer. To do this, you should pay attention to a person's needs and identify the products or services they are aiming to buy to meet those needs. You will then be able to promote similar, higher end, products that are of a better quality and able to meet the person's needs to a higher standard.

Recommendations

You may recommend products and services while serving customers. This is a more casual method of promotion than upselling, however the methods you use will be much the same: you must identify the needs of the client, before recommending products or services that will fulfil those needs.

A recommendation may be based on your personal experience of using a product, or it may be based on other testimonials and reviews. Recommending a product doesn't necessarily mean promoting upgraded or higher end models (like in upselling); instead it may just mean promoting the best product to meet the customer's needs, according to your personal views.

Special offers and discounts

You may be required to promote special offers and discounted products/services to your customers. Special offers will often be available for a limited time, so you will need to know when to promote these offers to customers and when to stop. You will usually be directed to do this by your supervisor or manager

For example, if you are working at reception in a hotel, you may be asked to promote a special offer which gives guests the chance to upgrade their room for a fraction of the normal price.



Organisational procedures for promotion of products/services

It is important to adhere to your organisation's policies and procedures for promoting products and procedures. Your organisation's rules and regulations will ensure that you adhere to organisational protocols, industry regulations, and legal requirements at all times.

You should:

- Always be polite to customers/guests
- Be honest about products and service features
 - never exaggerate or lie about products/services to make a sale
- Never be pushy or aggressive when selling or promoting a product or service
- Respect the customer's decision – whether it is a no or a yes.
- Be aware of current special offers and discounts that your organisation is offering.

Activity 2B



2.3 – Interact with customers using appropriate methods and techniques to meet customer expectations of quality, presentation and timeliness of delivery

Interaction methods and techniques

As a hospitality worker, you will spend a large amount of time interacting with customers and guests. You will need to employ the appropriate communication methods to ensure a consistently high standard of service.

What are appropriate methods of interaction?

What is appropriate will largely depend on who you are talking to, what you are talking about, and your organisation's standard procedures. You may need to vary your approach for people of different ages and genders, as well as for people who hold certain cultural and religious beliefs.

Active listening

Active listening was covered in chapter 1.2 when referring to discussing and confirming tasks with your supervisor – however, it should also be used when interacting with customers. Remember the three steps: listen closely; repeat key information; and ask questions. Not only will this allow you to understand what the customer needs, but it will also show the customer that you are paying attention to them.

Verbal and non-verbal communication

You will need to develop both verbal and non-verbal skills to interact with customers effectively. All customer interactions will require you to use both types of communication to develop trust and rapport.

Don't underestimate the power of non-verbal communication – studies suggest that non-verbal communication accounts for over 90% of all communication and significantly affects how we are seen by others.

Verbal skills include:

- Using the appropriate language
 - language must be easy-to-understand
 - technical and esoteric language should be avoided
 - language must never be offensive
- Speaking clearly, projecting your voice without shouting
- Controlling intonation to ensure meaning is communicated.



Non-verbal skills include:

- Being respectful of personal space
- Using body language effectively
 - gestures
 - eye contact
 - posture
- Being well presented.

Customer expectations

Your customers will have certain expectations about the way you interact with them, and you must work hard and incorporate the right techniques and methods to meet them.

Quality of service

The customer will have expectations about the quality of products and services, as well as the quality of your service. You will need to make sure you are efficient, and that you deliver what the customer needs quickly and accurately.

**Presentation**

Customers will have expectations concerning how you are dressed and presented during your shift. You will need to make sure you wear your company uniform at all times, and ensure that your personal hygiene is maintained.

You should consult organisational documents to understand what the rules are concerning haircuts, facial hair, piercings, and tattoos, as these will all have an impact on how the customer views the person that is serving them.

Timeliness

Your customers will expect a fast and accurate service at all times. You will need to make sure you work hard –with other members of your team, if necessary – to meet the customers' needs in an acceptable time. For example, if you are working in a restaurant, you will need to make sure that the time between a person ordering their meals and them getting their meals does not exceed a certain time.

Activity 2C



2.4 – Resolve routine customer problems within scope of own responsibility and according to organisational policy

Resolving customer problems

One vital area of hospitality work involves dealing with customers' problems in a friendly and helpful manner. To learn how to deal with customer problems at the beginning of your career, you should learn standardised methods and procedures from your organisation's documentation, as well as seeking guidance from senior members of staff. In time, however, you may develop your own style of resolving customers' issues – as long as it still complies with organisational protocols.

The customer is king

You should remember that the customer is always right. Regardless of whether you are responsible for a problem, you should accept responsibility for dealing with it.

You should listen closely to the customer explain their issue so that you know what action to take to resolve it. If you or your organisation is at fault, you should offer the customer an apology and explain how you aim to solve their problem or compensate them for it. Remember, if you are unsure about what action to take, you should involve a senior member of staff to help you deal with the situation.

Customer problems may include:

- Speed of service
- Rudeness and unfriendliness of staff
- Faulty products or services which fail to offer what was expected
- Poor quality food and drink
- Cramped or crowded floor spaces
- Uncleanliness of glasses, cutlery, linen etc.
- Prices
- Lost reservations and double bookings
- Noise
- Health and safety concerns.



Your level of responsibility

The problems that you take responsibility for will often depend on your position within your organisation's hierarchy. There may be some problems that you are qualified to deal with, and other, more serious, problems that need referring to your supervisors and managers.

You should be able to resolve most customer problems by yourself, simply by listening closely and offering sincere apologies when they are required. Most customers/guests will be reasonable, and will often understand that you are trying your best to help them. If you cannot solve a customer problem, you will always have the option of elevating it to a supervisor or manager.

For example, as a shop floor employee, you may be qualified to deal with the average customer return; however, you may need to refer the customer to a more senior member of staff if they demand extra compensation due to a broken product or failed service.

Activity 2D



3. Complete operational tasks

- 3.1.** Follow work schedules and work cooperatively as part of a team to maximise efficiency
- 3.2.** Follow workplace safety and hygiene procedures
- 3.3.** Maintain cleanliness and tidiness of work areas
- 3.4.** Use organisational procedures and technology to complete operational tasks
- 3.5.** Identify problems and report operational issues as they arise



3.1 – Follow work schedules and work cooperatively as part of a team to maximise efficiency

Following work schedules

It is important that you can read and understand work schedules, in order to establish what activities and tasks need completing, when they need completing by, and what order they need completing in.

Your supervisor or manager should issue you with work schedules on a daily or weekly basis, or you may be responsible for accessing your own personalised schedule on computer systems. You should keep a copy of the work schedule with you at all times, so that you can use it as a checklist for your work tasks.

Work schedules will usually establish:

- What shifts you are working
 - including start and finish times
- What tasks need to be carried out
 - it should prioritise the most important tasks
- Other workers on your shift
 - including the supervisors, managers and who to report to.

Working cooperatively to achieve efficiency

You will need to learn how to work effectively with your colleagues to improve the efficiency, accuracy and quality of work tasks.

Each individual in your team will have their own strengths and weaknesses, skills, knowledge and experience. As you gather experience of working with a group of people, you will begin to understand how to divide responsibility so that all team members are working to their strengths while contributing to overall organisational goals.

You will need to:

- Develop a strong rapport with colleagues
 - trust and respect should develop at an early stage
- Learn about your colleagues role, and their strengths, weaknesses, skills, knowledge, experience, and personality
- Offer your help colleagues to colleagues when it is needed
- Learn how to ask for help when you need it
- Develop systems to establish who is responsible and accountable for certain tasks
 - accuracy and speed will depend on all parties knowing what their individual role is and how it contributes toward the goals and objectives of the team.



Activity 3A



3.2 – Follow workplace safety and hygiene procedures

Workplace safety

Workplace safety should be a priority in all your work tasks. From the preparation phase to the end of your shift, you will need to remain alert and take measures to improve safety and minimise risks to yourself, your colleagues, and your customers.

You must always stay vigilant to ensure that risks are removed or kept as low as possible. New risks may emerge while you work, so you will need to be alert to the changing work environment, and prioritise the safety of customers and colleagues over all else.

The workplace Health and Safety Act

The Workplace Health and Safety Act was passed to enforce rules and standards concerning safety in the workplace. You will need to consult this act (or a summary of it) to establish what you need to do to meet legal requirements in your place of work.

You will need to be aware of:

- Slip hazards
 - for example, warning signs must be set out where there is a wet floor
- Electrical hazards
- Traffic and parking hazards around your working environment
- Chemical hazards
 - for example, the storage of cleaning chemicals
- Food and drink hazards
 - for example, you must be aware of the dangers that raw meats can pose.



Workplace hygiene

You will need to follow workplace hygiene procedures very closely. A hygiene standards document should be found in your work environment, and you should take the time to read through this and learn it.

A failure to follow procedures can result in serious illnesses, and may result in your organisation facing fines or, in some circumstances, closure.

You must remember to:

- Wash your hands well before preparing food and drink
- Clean floors and work surfaces at the end of your shift, as well as throughout your shift if required
- Wear gloves, hair nets, and any other hygienic clothing
- Maintain good levels of personal hygiene.

Activity 3B



3.3 – Maintain cleanliness and tidiness of work areas

Maintaining cleanliness

In most hospitality environments, you will have to carry out cleaning tasks throughout your shift, as well as at the end of your shift. Maintaining cleanliness throughout your shift should be one of your priorities, and you must work closely with your team to ensure this is possible.

Untidiness and dirty work areas are not only off putting to customers, but it can also result in safety hazards if things get out of control. For example, a failure to clean work surfaces, cooking equipment, and hands after preparing uncooked meats can result in serious health risks to you and your customers.

Organisation

Your organisation may have a rota system in place to establish who is responsible for general housekeeping tasks on certain shifts.

If it is your responsibility to clean and tidy on a particular shift, you must make regular checks of all work areas, assess for dirt, and carry out any cleaning duties as required. You may sometimes have to do this in conjunction with carrying out your other duties – this will require organisation skills and a practical approach to managing and prioritising tasks.

Remember, do not leave mess until the end of your shift, otherwise it will quickly become a problem for your colleagues and customers.

You must:

- Use the appropriate cleaning products for the job
- Use the appropriate cleaning equipment
 - hoovers
 - mops
 - dustpan and brush
 - cleaning wipes and sponges
- Clean all surfaces where bacteria is likely to thrive
- Clean all areas where food is stored and prepared
 - for example, fridges, freezer, shelves and work surfaces.



Checklists

Your organisation may have a sign-off checklist, which must be filled out as you carry out cleaning tasks in different areas. This system helps to organise cleaning activities, and makes it clear that a particular area has been checked, when it was checked, and by whom it has been checked by.

For example, the toilet may have its own sign-off sheet. This may need to be signed off by a member of staff every hour to ensure that the area has been checked and that it is adequate for customers and staff to use.

Activity 3C



3.4 – Use organisational procedures and technology to complete operational tasks

Using organisational procedures

Organisational procedures have already been mentioned multiple times throughout this unit, but they are vital to ensuring consistency across your company, and to make sure that all tasks are carried out to a minimum standard – importantly, a high enough standard to meet legal and regulatory requirements.

For example, one common operational task which should be carried out according to organisational procedures is the payment transaction. When you have finished serving a customer, you must execute a number of steps at the point-of-sale terminal. In this example, you may need to ask the customer whether they have found everything they were looking for, before scanning items, bagging items, taking payment (cards, cash, and cheques) and providing receipts. Failure to follow organisational protocol in this example could result in customer dissatisfaction.

Using organisational technology

The types of technology you use may be wide-ranging, depending on the hospitality environment that you work in, and on your responsibilities. Technology will generally make your job easier, and help to improve the quality of service that you can provide to the customer. However, technology will only serve this function if you are confident and comfortable using it.

For example, if you are working in accommodation, you may use specialist booking software to view availability, book rooms, allocate rooms, and take payment. You may need to attend a training session or be mentored, in order to be able to use this type of technology.

Technology may include:

- Booking systems
 - for example, accommodation bookings
- Telephone systems
 - including messaging and re-direction services
- Cash registers
- Bar code scanners
- Computer systems
 - databases
 - specific software
 - social media
 - email communications.



Computer systems

You will need to become familiar with how to use your organisation's computer system to carry out a range of different tasks. In most hospitality workplaces, computer systems will be used to collect, store and organise data, so you may need to learn how to use a range of programs and software to carry out your tasks.

You may need to become familiar with:

- How to enter data quickly and accurately
- How to access systems/programs with usernames and passwords
- How to navigate between windows quickly and accurately
- How to save files according to organisational requirements
- How to retrieve information quickly and accurately
 - for example, customer details
- How to use specific software to complete work tasks.



Activity 3D



3.5 – Identify problems and report operational issues as they arise

Identifying operational issues

Identifying problems early on can allow you to react and take the appropriate preventative action to stop minor issues becoming big problems for your customers. For example, being alert and organised might allow you to spot when you are running out of crucial supplies, and this will allow you to place an order to replace stock before it becomes a problem.

Remember, your priority should always be to look after your customers/guests, and you must be able to see how problems are likely to affect the customer experience. If a customer is negatively affected, they may choose to complain, and this can make your job much harder. Spotting issues early and taking quick and decisive action can prevent the snowball effect.

Operational problems and issues may include:

- A lack of stock
- Lost orders/lost reservations/double bookings
- Customer complaints
- Injuries and illnesses
- A lack of staff
 - inadequate numbers of staff
 - not enough experienced staff to meet customer demands
- Technological issues
 - for example, computer viruses.



Reporting operational issues

An operational issue is one that comes as a result of inadequate procedures, methods, approaches, or execution, and these issues have the power to become recurring problems unless they are dealt with. The first step to dealing with operational issues is to report them to a senior member of staff – ideally a supervisor or manager.

Most issues should be verbally reported to your senior members of staff, so that they learn about issues as quickly as possible. You should then look to make a written record of the problem, noting who the issue was reported to and when. This will improve accountability within your organisation.

The proper reporting of issues should result in continued improvement, as senior staff will be able to make decisions which fix operational weaknesses.

Activity 3E



4. Complete end of shift duties

- 4.1. Follow end of shift procedures
- 4.2. Complete administration and reporting requirements
- 4.3. Provide customer feedback to relevant supervisors or managers



4.1 – Follow end of shift procedures

End of shift procedures

At the end of each shift, you will have to follow organisational protocols to close your work station/environment, or prepare it for staff on the next shift.

You may need to start going through end of shift procedures a long time before you finish working, in order to make sure all tasks are completed correctly. Experience will teach you how long these procedures will take; before you get that experience, you should leave more time than you believe is necessary. A rushed job will often lead to the work area being left in a state that is not acceptable by organisational standards.

Tasks you may need to complete at the end of your shift include:

- Balancing the till
- Banking and securing cash
- Securely storing all stock
- Re-stocking
- Ensuring the work environment is thoroughly cleaned
- Ensuring all equipment is thoroughly cleaned
- Storing cleaning equipment
- Making sure any documents or notes are prepared for staff on the next shift
 - including reports on any issues and problems.



Organisational policy and procedures

It is important that you complete end of shift procedures by following your organisation's policies and procedures closely. All tasks must be standardised, so that results are the same each time, regardless of who is responsible for closing duty on the shift.

The staff on the next shift will expect to find the workplace clean and tidy, with all equipment, files, and stock stored in the correct areas.

Debrief sessions

Most organisation's will have a debrief session at the end of each shift. This session will usually be taken by a supervisor or manager, and will cover everything that went well, as well as things that need to be improved on. It will act as a review session, as well as an opportunity for staff to raise any issues with senior members of the team.

The debrief should cover:

- What went well and any praise due
- Weaknesses and what caused them
- Specific problems and issues during the shift
- Reminders about procedure and policy
- Information, ideas and strategy concerning the next shift
- Any subjects that the staff wish to raise.

Activity 4A



4.2 – Complete administration and reporting requirements

Administration requirements

There are certain administration tasks that must be carried out to ensure the continued control and organisation of your company. Depending on your role, you may play a part in these tasks.

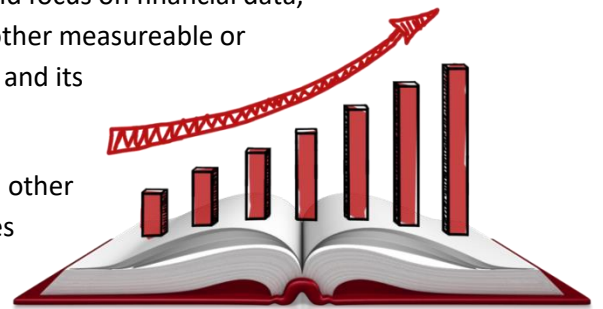
Common administrative tasks and clerical duties include:

- Managing data on computers
- Managing physical files and folders
- Managing booking systems
- Typing letters/emails
- Creating reports
- Greeting customers and guests
- Task management and scheduling
- Managing specific customer services
- Stock taking and stock re-ordering.

Reporting requirements

To ensure tight control on organisational finances, reputation, and daily operations, your managers will require regular, detailed, and accurate reports. Reports should focus on financial data, customer feedback, numbers of customers served, and any other measureable or observable data which tracks the success of the organisation and its operations.

You may need to provide managers, supervisors, owners and other stakeholders with daily, weekly and monthly reports on issues concerning customer services and hospitality operations.



Activity 4B



4.3 – Provide customer feedback to relevant supervisors or managers

Customer feedback

Any customer feedback you collect will need to be reported to your supervisor or manager, according to your organisational protocols.

Customer feedback may be collected in a number of ways.

You may receive customer feedback through:

- Verbal interactions with customers and guests
- Questionnaires and feedback forms
- Social media commentary
- Other online platforms, such as forums
- Email or in writing
- Phone calls.



Reporting customer feedback

The way in which you report customer feedback will largely depend on your organisation's standard procedures, as well as how your supervisor or manager wants you to report feedback. For example, some managers/supervisors will insist on hearing about all feedback received, while others may only want to know key negative feedback where there have been operational problems and issues.

You may need to enter feedback into computer programs or record it in paper files. A printed feedback summary should be handed to a specific senior member of staff at regular intervals – once a week is a normal amount of time for these summary updates to be delivered.

The reporting of customer feedback can help your supervisors and managers make important decisions about organisational policy, allowing them to address problems, issues, and weaknesses as they arise.

Activity 4C



Summative Assessments

At the end of your Learner Workbook, you will find the Summative Assessments.

This includes:

- Skills assessment
- Knowledge assessment
- Performance assessment.

This holistically assesses your understanding and application of the skills, knowledge and performance requirements for this unit. Once this is completed, you will have finished this unit and be ready to move onto the next one – well done!