



Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

RQF LEVEL 5



FRONT OFFICE AND HOUSEKEEPING OPERATIONS

FHOGS501

Conducting Guest Satisfaction Activities

TRAINEE'S MANUAL

April 2025



Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

CONDUCTING GUEST SATISFACTION ACTIVITIES



AUTHOR'S NOTE PAGE (COPYRIGHT)

The competent development body of this manual is **Rwanda TVET Board** © reproduced with permission.

All rights reserved.

- This work was produced initially with the Rwanda TVET Board, with the support from the European Union (EU).
- This work has copyright but permission is given to all the Administrative and Academic Staff of the RTB and TVET Schools to make copies by photocopying or other duplicating processes for use at their workplaces.
- This permission does not extend to making copies for use outside the immediate environment for which they are made, nor making copies for hire or resale to third parties.
- The views expressed in this version of the work do not necessarily represent the views of RTB. The competent body does not give a warranty nor accept any liability.
- RTB owns the copyright to the trainee and trainer's manuals. The training providers may reproduce these training manuals in part or in full for training purposes only. Acknowledgment of RTB copyright must be included in any reproductions. Any other use of the manuals must be referred to the RTB.

© **Rwanda TVET Board**

Copies available from:

- *HQs: Rwanda TVET Board-RTB*
- *Web: www.rtb.gov.rw*

KIGALI-RWANDA

Original published version: April 2025.

ACKNOWLEDGEMENTS

Rwanda TVET Board (RTB) would like to recognize all parties who contributed to the development of the trainer's and trainee's manuals for the TVET Certificate V in in Front Office and Housekeeping Operations for the module: **"FHOGS501– CONDUCTING GUEST SATISFACTION ACTIVITIES"**

Thanks to the EU for financial support and Ubukerarugendo Imbere Project for technical support on the implementation of this project.

We also wish to acknowledge all trainers, technicians and practitioners for their contribution to this project.

The management of Rwanda TVET Board appreciates the efforts of its staff who coordinated this project.

Finally, RTB would like to extend its profound gratitude to the MCT Global team that technically led the entire assignment.

This training manual was developed:



Under Rwanda TVET Board (RTB) guiding policies and directives



Under European Union financing



Under Ubukerarugendo imbere project implementation, technical support and guidance

COORDINATION TEAM

Aimable RWAMASIRABO

Félix NTAHONTUYE

Eugène Munyanziza

Production Team

Authoring and Review

KOMPANYI SIRAMBELE Gerard

HARELIMANA Wilson

Vincent Kamegeri

Conception, Adaptation and Editorial works

Jean Marie Vianney Muhire

Vincent Havugimana

John Paul Kanyike

Formatting, Graphics, Illustrations and infographics

Asoka Jean Claude Niyonsaba

Aliane Umutesi

Shema Gustave

Coordination and Technical support

Ubukerarugendo Imbere Project and RTB

Project Implementation

MCT Global Ltd

TABLE OF CONTENT

AUTHOR’S NOTE PAGE (COPYRIGHT)	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENT	vii
LIST OF ABBREVIATIONS and ACRONYMS	viii
INTRODUCTION	1
UNIT 1: Promote Guest Satisfaction	3
Topic 1.1: Gathering Hotel information	7
Topic 1.2: Welcoming guest	13
UNIT 2: Handle Guests with Special Occasions	27
Topic 2.1: Performing the pre arrival activities of guest with special occasion.....	31
Topic 2.2: Checking guest with special occasions	38
UNIT 3: Organize Outdoor Services	44
Topic 3.1: Preparing for outdoor services	49
Topic 3.2: Collaborating with hotel partners having outdoor services.....	52
Topic 3.3: Arranging neighborhood trips	56
Topic 3.4: Tour experiences arrangement	62
Topic 3.5: Handle guest complaints	66
Topic 3.6: Collecting guest feedback.....	73
References	81

LIST OF ABBREVIATIONS and ACRONYMS

CBET: Competence Base Education and Training

FOM: Front Office Manager

GM: General Manager

IT: Information Technology

MoU: Memorandum of Understanding

OTA: Online Travel Agencies

PMS: Property management system

QR: Quick Response

RQF: Rwanda Qualification Framework

RTB: Rwanda TVET Board

SMS: Short Message System

TPB: Theory of Planned Behavior

TVET: Technical and Vocational Education and Training

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to **conduct guest satisfaction activities**. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge and attitudes about the unit.

A discovery activity is followed to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses and areas for improvement.

Do not forget to read the point to remember the section which provides the overall key points and takeaways of the unit.

Module Units:

Unit 1: Promote guest satisfaction

Unit 2: Handle guest with special occasions

Unit 3: Organize outdoor services

UNIT 1: Promote Guest Satisfaction



Unit summary

This unit provides you with the knowledge, skills and attitudes required to promote guest satisfaction. It includes gathering hotel information, preparing welcoming guest amenities and welcoming guests according to their categories.

Self-Assessment: Unit 1

1. Look at the unit illustration in the Manuals and together discuss:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
2. Fill out the below self-assessment. Think about yourself: do you think you can do this? How well? Read the statements across the top. Assess your level of knowledge, skills and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquired during the learning process
 - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
3. At the end of this unit, you will assess yourself again.

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Apply Communication skills while dealing with guest					
Identify the hotel information gathering tools					
Apply the hotel information gathering techniques					

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Use the hotel information gathering tools					
Determine guests' categories					
Describe welcoming guest facilities					
Organize welcoming guest facilities					
Demonstrate empathy					
Pay attention to details when welcoming guest					
Stay adaptable to unexpected situations					
Cultural sensitivity/ Respect diverse backgrounds					
Adapt service approach					
Proactive resolution					
Act quickly to address guests' requests					
Anticipate guest preferences					



Key Competencies:

Knowledge	Skills	Attitudes
1. Determine guests' categories	1. Apply the hotel gathering information techniques	1. Pay attention to details while dealing with guests
2. Describe welcoming guest facilities	2. Select the hotel information gathering tools	2. Demonstrate empathy while dealing with guests
3. Describe the welcoming techniques and principles	3. Apply the welcoming techniques	3. Comply with courtesy principles when welcoming guests
4. Determine the hotel gathering information tools and techniques	4. Use the welcoming facilities when welcoming guests	



Discovery activity:



Task 1

Read and answer the following questions:

1. Why do we need to maintain good service?
2. Why does hotel staff pay attention to details while dealing with guests?
3. What are the hotel guest groups?
4. What are the sources of hotel information?
5. How to access the hotel information?
6. How to collect hotel information?

Topic 1.1: Gathering Hotel information



Activity 1: Problem Solving

Scenario 1:

For his daily activities, Peter has the duty of identifying his guest through hotel information gathering.



Task 2:

Referring to the scenario 1, assist Peter to achieve his goal by answering the following questions:

- a. What are the hotel guest groups?
- b. What are the sources of hotel information?
- c. How to access the hotel information?
- d. How to collect hotel information?

Key Facts 1.1: Gathering Hotel information

- **Introduction to guests' grouping**

Understanding the diverse types of hotel guests is crucial for hoteliers aiming to provide exceptional service and create memorable experiences. Guests come from a myriad of backgrounds, each with unique needs, preferences, and expectations.

Whether they're:

- ✓ Travelling for business or leisure,
- ✓ Seeking luxury or travelling on a budget
- ✓ The reason for travel is one of the most common and easiest ways of grouping guests together. Most of your guests will fall into just a few categories, including:
- ✓ Business travellers are individuals who journey across cities, countries, and continents for professional reasons. This could range from attending corporate events, trade exhibitions, and conferences, to exploring new investment opportunities or strengthening customer relationships. (Micah Solomon, 2016).

- ✓ Leisure travellers are those who take a break from their daily routine to indulge in a vacation. These trips are typically marked by stays in comfortable hotels or resorts, beach relaxation, sightseeing, and exploring local tourist attractions. Leisure travellers are often in search of relaxation and entertainment.
- ✓ Family travellers focus on sharing and engaging with others, usually travelling in family groups, sometimes with friends or multiple families as well. While they have high to medium income, they put a lot of faith in word of mouth and recommendations from other travellers. They tend to fall in the 25-49 age group.
- ✓ Luxury travellers are focused on enjoyment and willing to spend more to obtain it. They often travel as a couple aged 25-49. They seek cities that are hot and coastal and tend to look closely at online reviews. Luxury travellers expect high-end amenities and exceptional service. They appreciate personalized services, such as private check-in and check-out, personal butler service, and customized dining experiences. Paying attention to small details, such as their preferred room temperature or favorite newspaper, can make their stay memorable.
- ✓ Budget travellers want to get the best out of their trip. Often travelling with young children, they have a medium income and largely fall between the ages of 25-34. They rely heavily on reviews to help them find what they need, preferably a trip near the beach, and usually research on a smartphone.
- ✓ Event attendees
- ✓ According to Collins English Dictionary. Copyright © HarperCollins Publishers, an event attendee is a person who is present at a specified event, a meeting, gathering, at a specific time or place.
- ✓ An event is something that happens, especially when it is unusual or important. You can use events to describe all the things that are happening in a particular situation.
- **Sources of Hotel information**
 - ✓ Property Management System
 - ✓ Traditionally, a hotel PMS was defined as software that enabled a hotel or group of hotels to manage front-office capabilities, such as booking reservations, guest check-in/checkout, room assignment, managing room rates, and billing.

- ✓ Today, hotel PMS technology has evolved well beyond the front desk. A hotel PMS is now a critical business operations system that enables hoteliers to deliver amazing guest experiences.
- ✓ Hotel property management systems (PMS) manage all aspects of hotel business operations, including the delivery of superior guest experiences.
- ✓ A hotel property management system (PMS) can be a valuable source of information for a hotel's business intelligence:
 -  Reporting and analytics

A PMS can provide automated reports on a variety of topics, including occupancy rates, revenue performance, and guest preferences. These reports can help hoteliers understand their business performance and market dynamics.
 -  Guest data

A PMS can securely store guest information, which can be used to build guest profiles and create targeted services.
 -  Operational planning

A PMS can provide insights into a hotel's property processes and guest demands, which can help with operational planning.
 -  Integration with other systems

A PMS can integrate with other systems to help hotels gather data and improve efficiency. For example, a PMS can connect with online travel agents (OTAs) and other distribution channels to ensure bookings are accurate.
- ✓ **Booking history**
 -  This refers to the record of past hotel reservations made by a guest or through a specific booking platform.
 -  This information can be valuable for both hotel and guests in multiple ways, offering insights into travel preferences, patterns and trends.
 -  The components of a booking history are: Guest details, Booking details, payment information, purpose of stay, specific requests
- ✓ **Guest contact information**
 -  Refers to the personal details collected by hotel during the reservation or check-in process to facilitate communication and enhance the guest experience.

✓ **Online Travel Agencies (OTA)/social media**

- ✚ Every hotelier aims to sell the right room, at the right price, to the right customer.
- ✚ In today's competitive digital landscape, Online Travel Agencies (OTAs) play a crucial role in making that happen, giving your hotel the extra visibility needed to attract guests from around the world.
- ✚ For independent hoteliers with limited marketing budgets, OTAs can be an efficient solution to drive bookings without extensive in-house marketing efforts (Gary K. Vallen and Jerome J. Vallen, 1995).
- ✚ Social media are considered as source of hotel information where guests may share their feedbacks.

✓ **Checking loyalty program**

- ✚ This is a structured rewards system designed to encourage repeat stays and foster long-term relationships between hotel and their guests.
- ✚ This program typically offers points, perks, or exclusive benefits to members based on their frequency of stays, spending, or other qualifying activities.

✓ **Techniques for hotel gathering information**

- ✚ Research and data collection: for gathering booking details and analysing user reviews
- ✚ Surveying guests: conduct surveys to gather feedback on hotel from previous guests
- ✚ Networking: engage with travel agencies, industry professionals or event organizers for insider insights.

Category of tools, equipment and materials	Tools, equipment and materials	Use of the tools and equipment
Online platforms and software	Booking platforms	Website for detailed hotel information
	Property Management system (PMS)	Used by hotels for reservations and inventory management
	Customer relationship management/CRM	Sales forces to gather guest preferences and feedback.

Category of tools, equipment and materials	Tools, equipment and materials	Use of the tools and equipment
	Google business profile	For direct access to hotel contact details, reviews and images
	Social media (Instagram, Facebook, Twitter)	For promotional insights and user-generated content.
Communication tools 	Telephones	Direct calls to hotels for specific inquiries
	Email	For formal queries or to request additional information
Data management tools	Excel or Google sheets	For organising and analysing collected data
	Data base	For structuring and storing detailed records
Digital devices 	Smartphones/Tablets	Portable for on-the-go research and direct communication
	Laptops/Desktops	Essential for in-depth research and data analysis
Equipment	Internet access	For browsing websites, accessing tools and communicating
	Camera 	For capturing on-site visuals of hotel facilities
Recording devices 	Voice recorders 	For documenting phone interviews



Activity 2: Guided Practice



Task 3:

Referring to the previous activity, act as Peter to describe any three types of hotel guests, discuss any two sources of hotel information and identify tool, equipment and techniques used to collect hotel information



Activity 3: Application



Task 4:

Visit the nearby hotel in community together with its staff in charge of hotel information and participate to the hotel gathering information activity.

Topic 1.2: Welcoming guest



Activity 1: Problem Solving

Read this statement and answer the questions below:

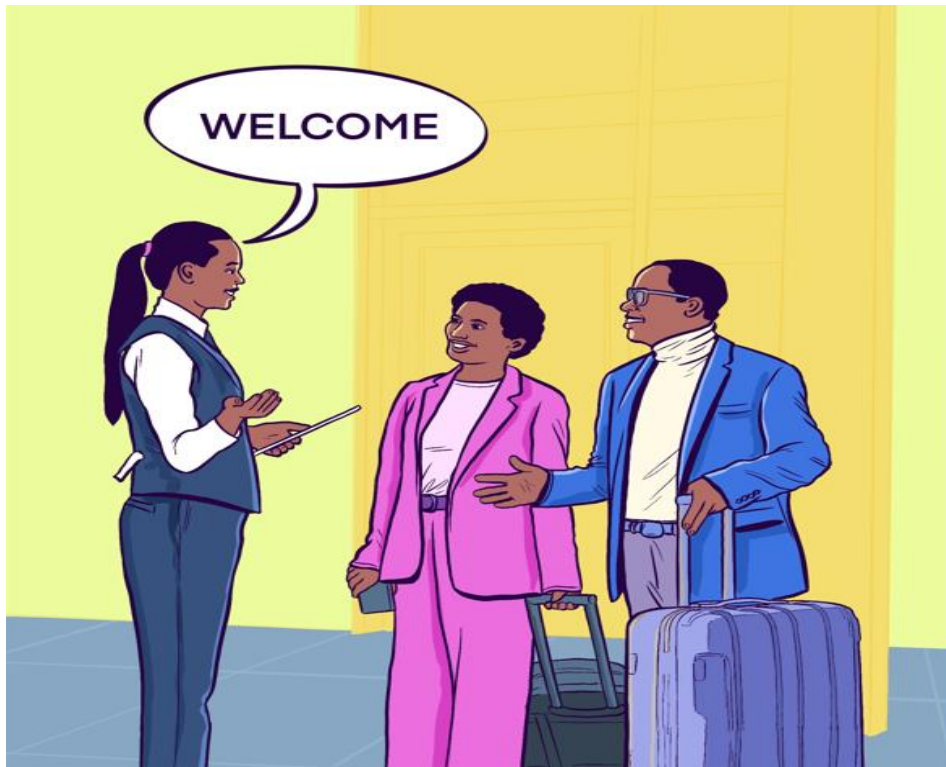
You are hired as front office personnel at KG Hotel located in Kayonza district. You are required to welcome guests according to their types.



Task 5:

1. Describe the types of hotel guests
2. Explain the hotel guests welcoming procedures

Key Facts 1.2: Welcoming guest



- **Types of Hotel Guests**

Defining your ideal hotel guest enables you to develop strategies, offers, and communications that specifically appeal to this demographic.

Knowing the different types of hotel guests is important for helping you determine how to approach every aspect of your business: the way you decorate your space, the type of guest experience you offer, the online travel agents (OTAs) you list on and the marketing you invest in, and what you include in your direct booking offering, to name a few. (Micah Solomon, 2016).

Welcoming hotel guests according to their types involves understanding their specific needs and tailoring the experience to make them feel valued and comfortable:

- **Welcoming Guests according to their types**

- ✓ **Welcoming VIP guests in hotels**

Welcoming VIP guests in hotels requires a personalized and exceptional approach to ensure their comfort and satisfaction.

VIP guests are celebrities, dignitaries, or high-profile clients.

- **Procedures for receiving VIP guests**

- **Know your VIPs**

Before your VIP guests arrive, you should do some research on their preferences, needs, and expectations. You can use various sources of information, such as their booking details, previous stay history, online profiles, or feedback forms. You should also communicate with other departments, such as sales, concierge, or housekeeping, to coordinate any special requests or arrangements. Knowing your VIPs will help you prepare a personalized welcome and anticipate their questions or concerns.

- **Greet them warmly and professionally**

When your VIP guests arrive, you should greet them with a smile, eye contact, and a friendly tone. You should use their name and title, and introduce yourself and your role. You should also acknowledge any recognition or loyalty program they belong to, and thank them for choosing your hotel. You should avoid using generic or scripted phrases, such as "How are you today?" or "Welcome to our hotel", and instead use more specific or customized ones, such as "It's a pleasure

to have you back with us, Mr. Smith" or "We are delighted to welcome you to our hotel, Ms. Jones".

- **Escort them to their room**

Unless your VIP guests prefer otherwise, you should escort them to their room personally or assign a colleague to do so. You should offer to carry their luggage or call a bellboy if needed. You should also inform them of the features and amenities of their room, such as the Wi-Fi password, the minibar, the safe, or the TV remote. You should also point out any complimentary items or services they can enjoy, such as a welcome basket, a newspaper, or a spa voucher. You should also ask them if they need anything else, such as extra pillows, towels, or toiletries, and arrange them promptly.

- **Confirm their satisfaction and departure**

Before you leave your VIP guests in their room, you should confirm that they are satisfied with their accommodation and that everything is in order. You should also inform them of the check-out time and procedure, and offer to assist them with any reservations, transportation, or activities they might need during their stay. You should also give them your contact details or the front desk number in case they have any questions or issues. You should also thank them again for choosing your hotel and wish them a pleasant stay.

- **Follow up and follow through**

During your VIP guests' stay, you should follow up with them regularly to ensure that they are comfortable and happy. You can do this by calling them, sending them a text message, or visiting them personally. You should also follow through on any requests or promises you made, and update them on the status or outcome. You should also handle any complaints or problems they might have quickly and professionally, and apologize and compensate them accordingly. You should also look for opportunities to surprise and delight them with some extra touches, such as a handwritten note, a flower bouquet, or a bottle of wine.

- **Bid them farewell and invite them back**

When your VIP guests are ready to depart, you should bid them farewell and thank them for their stay. You should also ask them for their feedback and

suggestions on how to improve your service. You should also invite them to return and stay with you again in the future. You should also offer to arrange their transportation or luggage if needed. You should also follow up with them after their departure with a thank-you email or a survey, and encourage them to share their positive experience online or with their friends.

✓ **Welcoming a hotel loyal guest**

A hotel loyal guest is a customer who consistently chooses to stay at a specific hotel or within a particular hotel chain over others.

 Key Characteristics of a Loyal Guest:

- Frequent Stays: Regularly books with the hotel or chain for business or leisure purposes.
- Brand Affiliation: Often enrolled in the hotel's loyalty or rewards program.
- Positive Relationships: Develops rapport with hotel staff and management, often feeling a personal connection.
- High Engagement: Engages with the hotel's offerings, including dining, events, or special services.

 Procedures of welcoming loyal guests

Welcoming loyal guests in a hotel is about making them feel recognized, appreciated, and valued.

- Personalized Greeting
Address them by name with a warm smile. For instance, "Welcome back, Mr./Ms. [Last Name]! We're delighted to have you with us again."
- Express Gratitude
Acknowledge their loyalty, such as saying, "Thank you for being one of our most valued guests."
- Priority Check-In
Offer an expedited check-in process, possibly in a private lounge or dedicated area.
- Welcome Amenities
Provide a small gift, such as a personalized note, a fruit basket, or their favorite snacks or drinks.

Include something that reflects their preferences if known from previous stays.

- Loyalty Rewards Highlight

Mention any available perks or benefits they're entitled to, such as upgrades, complimentary services, or discounts.

- Room Customization

Prepare the room based on their known preferences, such as pillow type, favorite drinks in the minibar, or preferred room type or location.

- Exclusive Offers or Activities

Inform them about special events or activities they might enjoy during their stay.

Offer exclusive deals or invites to VIP events if applicable.

- Follow-Up and Interaction

After check-in, call or send a message to ensure everything meets their expectations.

Staff should be proactive in offering assistance throughout their stay.

- Farewell Gesture

At checkout, thank them again for their loyalty and express hope for their return.

Offer a small departure gift, like a discount voucher for their next visit. (The Disney Institute and Theodore Kinni, 2001).

✓ **Welcoming leisure travellers**

The majority of your hotel guests are likely to be leisure travellers, whether couples looking for romance, families wanting to make memories together, or retired seniors who want to relax in a charming setting while they explore a new destination. Leisure travellers' reason for traveling is purely recreational. Their goal is common — to escape daily routines, relax, and have a good time.

 What they expect and how to delight them:

Seek comfortable, well-located hotels offering a variety of attractions nearby, such as beaches, cultural sites, shopping areas, and dining options.

Value room features like a good view, balcony, and on-site amenities.

Appreciate a selection of on-site recreational facilities like a swimming pool and hotel bar.

Expect cleanliness and convenience.

Appreciate local recommendations (a map with local hotspots and hidden gems is a great treat for them).

Open to wellness experiences and are likely to enjoy sightseeing tours or unique dining options.

✓ **Welcoming Business Travellers**

Business guests mostly have one thing on their minds: work.

Their primary reason for travel is work-related, often involving meetings, conferences, or client visits.

✓ **How to satisfy business travellers ?**

-  Post details and photographs about your in-room office facilities.
-  Mention local restaurants or co-working spaces where business guests can meet or work. Collaborate with local businesses and attractions to provide discounted rates or tickets for shows and museums.
-  Promote your well-equipped meeting rooms, business centers, and co-working spaces with all the necessary amenities.
-  Develop attractive loyalty programs tailored to business travellers. Offer perks such as room upgrades, free nights, or exclusive services.

✓ **Welcoming Solo Travellers**

-  Solo travellers are guests traveling alone for business or pleasure.
-  Solo travellers appreciate hotels that offer respite from the challenges of independent travel, while also offering an opportunity to connect with other guests.
-  A solo traveller expects to have communal spaces to work from or connect with other travellers. They expect comfort, connection, and assistance when needed.

✓ **How to attract solo travellers?**

-  Highlight the allure of your communal spaces.
-  Provide an on-site co-working space

- ✚ Offer Happy Hour to mingle on the rooftop. These places where they can be social, meet people, and network should they want to will be a bonus.
- ✚ Create small hotel packages with other local businesses to provide them with the experiences and discounts they desire.
- ✚ Understand their unique needs and preferences while offering a welcoming environment.
- ✚ Promote solo-friendly features like co-working spaces, single-occupancy room rates, and social activities or tours.

✓ **Welcoming Group Travellers (Friends or Tour Groups)**

- ✚ Group travellers; whether they are families, businesses, volunteer organisations, tour groups or students, tend to look for hotels that offer a local experience and an intimate location where they can gather at the end of the night.
- ✚ Group travellers typically look for discounted rates and convenient locations that allow them to access nearby shopping, dining and attractions.
- ✚ They also enjoy creature comforts, such as afternoon treats and peaceful common areas where they can unwind from their travels.
 - **Check-in:** Coordinate check-ins to ensure smooth arrivals.
 - **Amenities:** Offer group dining options, tours, or activity schedules.
 - **Welcome Gift:** Provide shared snacks, a local guidebook, or group discounts.
 - **Highlights:** Recommend group activities and photo-friendly spots.
 - **Characteristics:** Travel with friends or as part of organized groups.
 - **Interests:** Shared activities such as group tours, beach vacations, or team-building retreats.
 - **Preferences:** Accommodations with multiple rooms, group discounts, and collaborative experiences.

✓ **Welcoming Long-Stay Guests**

These guests are those who stay for an extended period, whether it be for a work assignment or relocation purposes.

What they expect:

- ✚ Home-away-from-home amenities like a water boiler in their room, a small fridge, and a microwave.

-  To have a little more space and comfort.
-  Focus on amenities like a small kitchenette or larger rooms.
-  Get special prices for long-term guests or packages that include additional services, making staying at your hotel more appealing than choosing an apartment.
-  Emphasize extended stay benefits like laundry services or kitchen facilities.
-  Offer practical items like grocery delivery or personalized room arrangements.

✓ **Welcoming Special occasion guests**

Guests with special occasions are people traveling for a specific event or celebration, such as a wedding, anniversary, or birthday party. (The Disney Institute and Theodore Kinni, 2001).

Common Types of Guests with Special Occasions:

 Romantic Occasions

- Honeymooners: Couples celebrating their first trip as newlyweds.
- Anniversaries: Guests marking relationship milestones, such as wedding anniversaries.
- Engagement Celebrations: Couples celebrating a recent engagement or proposing during their stay.

 Birthdays

- Individuals or families celebrating a birthday.
- Groups hosting milestone birthday parties, such as a 30th, 50th, or other significant ages.

 Family Milestones

- Reunions: Families gathering for a reunion or to celebrate a special family member.
- Graduations: Guests celebrating academic achievements.
- Baby Showers or Gender Reveals: Families or friends marking an upcoming birth.

 Professional Milestones

- Retirement Celebrations: Guests commemorating the end of a career.
- Promotions: Individuals or groups celebrating career achievements.

- Corporate Milestones: Companies marking anniversaries, awards, or accomplishments.

Life Events

- Religious Celebrations: Such as baptisms, confirmations, bar/bat mitzvahs, or first communions.
- Weddings: Guests attending or hosting weddings at the hotel.
- Memorial Gatherings: Families staying to honor the memory of a loved one.

Travel-Related Celebrations

- Vacations: Guests celebrating a much-anticipated holiday.
- Bucket List Experiences: Travellers visiting a dream destination or unique hotel.

Other Celebrations

- Cultural Festivals: Guests celebrating events like New Year's Eve, Diwali, or Chinese New Year.
- Achievements: Personal successes like publishing a book, finishing a marathon, or other unique accomplishments.

✓ They often arrive in large groups and may have the following expectations:

 **Private events:** A private room for a pre-party or a private group dinner

 **Short trips:** The option to go on short, organized trips or see nearby sites



Activity 2: Guided Practice



Task 6:

You hired as front office personnel at JJ Hotel where you have to receive VIP guests. Comply with the receiving protocols principles to create a memorable and personalized arrival experience emphasizing luxury and hospitality.

Elaborate the activities plan for all guest cycle stages.

Notes: -For any clarifications you may contact your trainer.

You may also refer to the key facts:1.3. in your manual.



Activity 3: Application



Task 7:

Read and perform the task below:

As your nearest hotel is organizing an inauguration ceremony of its new additional building, it expects to receive a VIP guest for the occasion. As a well-trained student in Front office operations, you are required to provide your expertise by performing the welcoming activities for this VIP guest.



Formative Assessment

I. Match the type of hotel guest with the appropriate way to welcome them:

Column A: Guest Type	Column B: Welcome Gesture	Answer
1. Business Traveller	A. Offer complimentary cake and balloons.	
2. Loyal Guest	B. Provide expedited check-in and room upgrade.	
3. Guest with a Special Occasion	C. Mention Wi-Fi access and quiet workspaces.	
4. First-Time Visitor	D. Provide a warm greeting and explain hotel facilities.	
5. Family with Children	E. Offer child-friendly amenities and activity suggestions.	

II. Match the guest's special occasion with the most thoughtful way to celebrate:

Column A: Special Occasion	Column B: Gesture	Answer
1. Honeymoon	A. Customized welcome gift with flowers.	

2. Birthday	B. Private dining setup with a personalized menu.	
3. Wedding Anniversary	C. Complimentary room upgrade and champagne.	
4. Family Reunion	D. Reserved family area for meals or activities.	
5. Graduation Celebration	E. Handwritten congratulatory card and cake.	

III. Match the scenario to the best hospitality action:

Column A: Scenario	Column B: Action	Answer
1. Guest arrives tired after a long flight.	a. Arrange a birthday cake delivery.	
2. Guest mentions it's their anniversary.	b. Offer a complimentary spa voucher.	
3. Guest is staying for a business conference.	c. Assist with luggage and provide a refreshing welcome drink.	
4. Family with children arrives for a weekend.	d. Provide kid-friendly activities and extra bedding.	
5. Guest is celebrating their birthday.	e. Upgrade the room and offer champagne.	

IV. What is the first step in welcoming a guest to the hotel?

- a. Asking for their payment information immediately
- b. Greeting them warmly and offering assistance
- c. Directing them to the check-in counter without interaction
- d. Handing them a brochure about hotel policies

V. When welcoming a loyal guest, what is the best approach?

- a. Offer them a discount on their current booking

- b. Simply check them in like other guests
- c. Acknowledge their loyalty and offer personalized touches
- d. Ask if they want to enrol in the hotel's loyalty program



Points to Remember

- Recognition is a great tool to use for promoting guest satisfaction. Guests appreciate when you anticipate their arrival, and knowing their name is the first step as it helps to personalize the service.
- Anticipate Guest Needs.
- Communicate Effectively and Follow up on any guest requests to ensure their satisfaction. Maintain Cleanliness and Comfort by ensuring rooms and common areas are spotless and well-maintained.



Self-Reflection

1. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Apply Communication skills while dealing with guest					
Identify the hotel information gathering tools					

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Apply the hotel information gathering techniques					
Use the hotel information gathering tools					
Determine guests' categories					
Describe welcoming guest facilities					
Organize welcoming guest facilities					
Demonstrate empathy					
Pay attention to details when welcoming guest					
Stay adaptable to unexpected situations					
Cultural sensitivity/ Respect diverse backgrounds					

My experience	I don't	I know	I have some	I have a lot	I am
Knowledge, skills and attitudes	have any experience doing this.	a little about this.	experience doing this.	of experience with this.	confident in my ability to do this.
Adapt service approach					
Proactive resolution					
Act quickly to address guests' requests					
Anticipate guest preferences					

2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 2: Handle Guests with Special Occasions



Unit summary

This unit provides you with the knowledge, skills and attitudes required to handle guests with special occasions. It includes performing the pre arrival activities of guest with special occasion and checking guest with special occasions.

Self-Assessment: Unit 2

1. Look at the unit illustration in the Manuals and together discuss:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
2. Fill out the below self-assessment. Think about yourself: do you think you can do this? How well? Read the statements across the top. Assess your level of knowledge, skills and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquired during the learning process
 - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
3. At the end of this unit, you will assess yourself again.

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe special occasions					
Describe the hotel departments					
Apply Communication skills while dealing with colleagues and guests					
Apply the ways of information sharing					

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe special occasions					
Describe the hotel departments					
Apply the techniques of sharing information among hotel departments					
Identify the ways and techniques of checking guest's special occasion preparation					
Apply the ways and techniques of checking guest's special occasion preparation					
Pay attention to details when welcoming guest					
Stay adaptable to unexpected situations					
Cultural sensitivity/ Respect diverse backgrounds					
Adapt service approach					
Proactive resolution					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe special occasions guests	1. Apply the techniques of sharing information among hotel departments	1. Pay attention to details while handling guests with special occasions
2. Describe the hotel departments	2. Apply the ways and techniques of checking guest's special occasion preparation	2. Demonstrate empathy while dealing with guests
3. Determine the ways and techniques of communication with other departments	3. Apply communication skills when dealing with colleagues and guests with special occasions	3. Comply with courtesy principles when welcoming guests
4. Describe the techniques of handling guests with special occasions	4. Personalize the welcoming techniques while handling guests with special occasions	



Discovery activity:



Task 1

Read and answer the following questions:

- At the hotel front office, a guest mentions it's their anniversary during check-in, a family requests special seating for a graduation celebration.

What is a common point for those two types of guests?

How to perform the pre arrival activities of guests with special occasion?

Describe the checking procedure of a guest with special occasion?

Topic 2.1: Performing the pre arrival activities of guest with special occasion



Activity 1: Problem Solving

Scenario 1: Josiane is front office personnel at VV Hotel. Hotel guests are presented into different categories among them the ones with special occasions who require a particular attention through personalization and adaptation of services to exceed their expectation.



Task 2:

Referring to the scenario 1, assist Josiane to Perform the pre arrival activities of guest with special occasion by answering these questions:

1. What are the common special occasions celebrating by hotel guests?
2. What are the characteristics of guest with special occasion?
3. Determine the role of each department in preparing the arrival of guest with special occasion.

Key Facts 2.1: Performing the pre arrival activities of guest with special occasion

- **Guests with special occasions**

These are guests who come to your hotel to celebrate or commemorate significant events or milestones in their lives like weddings, birthdays, or anniversaries.

- ✓ **How to attract them?**

- ✚ Create special packages that appeal to them, including services like spa treatments, dinner for two, a wine tasting, or special events.
- ✚ Highlight your hotel's location as it will play a big role in their decision-making process.

Every guest wants their wedding, anniversary, birthday, graduation, retirement, or family celebration to run smoothly while creating lasting happy memories for all who attend (Joseph A. Michelli, 2008).

✓ **Characteristics of Guests with Special Occasions:**

- ✚ They are emotionally invested in their stay.
- ✚ They may expect personalized attention or extra services.
- ✚ They often look for luxury, exclusivity, or memorable experiences.
- ✚ They may be willing to spend more to enhance their celebration.

✓ **Hotel Guests with Anniversaries** are couples staying at a hotel to celebrate their relationship milestone. These guests often seek romantic and personalized experiences to make their anniversary memorable.

✓ **Hotel Guests on a Honeymoon** are newlywed couples celebrating their first trip together after marriage. They typically seek romantic, luxurious, and private experiences that create unforgettable memories.

✓ **Hotel Guests Celebrating a Birthday** are individuals or groups who have chosen to mark a personal milestone during their stay. These guests appreciate thoughtful, celebratory touches that make their day extra special.

✓ **Hotel Guests Attending or Hosting Award Ceremonies** are individuals or groups celebrating achievements, often requiring detailed planning, exceptional service, and attention to prestige. These events may involve VIPs, media coverage, and a focus on creating a memorable experience.

✓ **Hotel Guests Attending or Hosting Political Events** require careful handling due to the unique nature of such gatherings. These events often involve VIPs, heightened security, media presence, and the need for discretion and professionalism. Here's how hotels can effectively manage guests and the event.

● **Classification of specific occasions**

✓ **Romantic Occasions**

- ✚ Honeymoons: Newlyweds celebrating their first trip together.
- ✚ Anniversaries: Couples marking relationship milestones like a wedding or engagement anniversary.
- ✚ Proposals or Engagements: Guests planning or celebrating a proposal.

✓ **Personal Milestones**

- ✚ Birthdays: Guests celebrating a personal or milestone birthday (e.g., 18th, 50th).
- ✚ Graduations: Families or individuals marking academic achievements.
- ✚ Retirement: Individuals or groups celebrating the start of a new life chapter.

✓ **Family Celebrations**

- ✚ Family Reunions: Families gathering after long periods apart.
- ✚ Baby Showers or Gender Reveals: Celebrating the arrival of a new family member.
- ✚ Weddings: Guests attending or hosting wedding ceremonies at the hotel.

✓ **Religious or Cultural Events**

- ✚ Religious Ceremonies: Celebrating events like baptisms, bar/bat mitzvahs, confirmations, or first communions.
- ✚ Festivals or Holidays: Marking cultural festivals like Christmas, New Year, Eid, Diwali, or Chinese New Year.

✓ **Professional Achievements**

- ✚ Promotions or Career Milestones: Guests celebrating work achievements.
- ✚ Company Celebrations: Groups marking corporate anniversaries, award ceremonies, or major successes.

✓ **Life Experiences or Travel Goals**

- ✚ Bucket List Travel: Guests fulfilling dream trips or experiencing a long-desired destination.
- ✚ Personal Achievements: Celebrating milestones like completing a marathon, publishing a book, or overcoming challenges.

Classifying information for guests with special occasions into departments

✓ **Importance of classifying guests with special occasions information into departments**

- ✚ Classifying guest information related to special occasions within a hotel ensures that relevant departments can take appropriate actions to enhance the guest experience considering the responsibilities and roles of each department.

- ✚ Sharing information about a guest's special occasion with hotel departments requires clear communication and coordination to ensure all relevant teams can contribute to creating an exceptional experience.

✓ **Tools for classifying guests with special occasions information**

- ✚ Internal Messaging Systems: Use platforms like Slack, Microsoft Teams, or an internal messaging tool for real-time updates.
- ✚ Daily Briefings: Share key information during departmental meetings.
- ✚ Printed Memos or Digital Alerts: For departments without consistent access to digital tools (e.g., housekeeping).

✓ **Guest Information Categories**

- ✚ Special Occasion Details: Include the type (e.g., birthday, anniversary, honeymoon).
- ✚ Date of Occasion: Specify the date to ensure timely preparation.
- ✚ Guest Preferences: Note preferences (e.g., dietary restrictions, favorite flowers, music).

• **Specific actions per Department**

✓ **Front Office**

- ✚ **Purpose:** Coordinate across departments and provide a seamless check-in experience. Notes for personalized greetings or welcome gestures
- ✚ Assist with external arrangements and activities. Guests' check-in and check-out process;
- ✚ Room reservation, registration, and assigning it to the guest; Guest or customer service, Settlement of bills.

✓ **Actions:**

- ✚ Share details on Special occasion details
 - Arrival/departure times
 - Room preferences (e.g., view, amenities).
 - Guest profile with special occasion tag (e.g., birthday, anniversary, honeymoon).
 - Arrival and departure dates.
 - Room type and preference information.

- Guest itinerary
- External service preferences.

✓ **Housekeeping**

 **Purpose:** Prepare the room with personalized touches.

Actions:

- Set up decorations (e.g., balloons, flowers).
- Include special amenities (e.g., complimentary chocolates, a card).
- Preferred decorations and timing.
- Room setup preferences (e.g., decorations, flowers, amenities).
- Special cleaning or turndown services for the occasion.
- Timing for room preparations (e.g., prior to check-in or during the day).

Cleaning and making beds in the guest's room;

Replacing dirty linens and towels, and restocking amenities for the guest,

Taking out the trash, room service trays, and performing recycling.

✓ **Food & Beverage**

 **Purpose:** Enhance dining experiences with tailored services.

Actions:

- Arrange a special meal, cake, or beverages.
- Reserve a specific table or provide a customized menu.
- Dietary restrictions or preferences
- Cake or dessert requests
- Reservation details (date/time/number of guests).
- Special dining requests (e.g., cake, themed meals, dietary restrictions).
- Reservation details for restaurants or private dining areas.
- Beverage or wine preferences for celebratory purposes.
- Ensure that the guests received high-quality meals that meet the regulations;
- Serve the best culinary and customer service;
- Dining table arrangement and welcoming the guests,
- Maintaining cleanliness of the dining room, kitchen, and cutleries.

✓ **Information and technology department**

 **Network Management**

- Ensure stable and secure internet connectivity for guests and staff.
- Manage Wi-Fi access points and troubleshoot connectivity issues.
- Optimize network performance to support high-demand areas like conference rooms.

Property Management System (PMS) Support

- Maintain and update the hotel's PMS, which handles reservations, check-ins, check-outs, and billing.
- Provide technical support to staff using the PMS.
- Integrate PMS with other systems like housekeeping, point-of-sale (POS), and CRM.

Guest Technology Support

- Ensure guest-facing technology, such as smart TVs, in-room tablets, or keyless entry systems, functions correctly.
- Provide technical support for conference equipment (e.g., projectors, microphones) in meeting rooms.
- Manage app-based or online services for bookings, room service, or concierge requests.

Cybersecurity

- Protect the hotel's data and IT infrastructure from cyber threats.
- Implement and monitor firewalls, antivirus software, and intrusion detection systems.
- Train staff on cybersecurity best practices to prevent data breaches or phishing attacks.

System Integration and Maintenance

- Integrate software systems to streamline operations (e.g., connecting PMS with F&B ordering or energy management systems).
- Regularly update software and hardware to prevent obsolescence.
- Conduct routine checks and maintenance on IT equipment.

Data Management

- Ensure accurate and secure storage of guest and operational data.

- Support analytics tools to provide insights into guest preferences and operational efficiency.
- Comply with data protection regulations (e.g., GDPR or CCPA).
- Record all information in a Property Management System (PMS) or Customer Relationship Management (CRM) system for centralized access.
- Set reminders and task assignments for each department to ensure timely execution (Cathy A. Enz, 2010).



Activity 2: Guided Practice



Task 3:

Referring to the previous activity, act as Josiane to perform the pre arrival activities of guest with birthday ceremony.

Notes:

1. You may refer to the key fact 2.1 in your manual
2. You may contact your trainer for clarification.



Activity 3: Application



Task 4:

Visit the nearby hotel in community and participate to the pre arrival activities of guest with special occasion then elaborate report on the performed activities.

Topic 2.2: Checking guest with special occasions



Activity 1: Problem Solving

Checking guest with special occasions requires tact and attention to details

Imagine these two scenarios. You had a long and tiring journey and wanted to check into the hotel room you booked.

Unfortunately, you have to stand for an hour because the front desk staff is trying to "process" your check-in.

Or you are in a hurry to leave so you will get your flight, but the check-out process is too slow. Your time is delayed, and the front desk staff cannot verify your payment.

Both scenarios are very frustrating, and I'm sure you wouldn't want to give such a hotel a second chance if you were a guest.



Task 2:

How to Check guest with special occasions?

Key Facts 2.2: Checking guest with special occasions

Checking a guest celebrating a special occasion requires attention to detail, personalization, and proactive communication.

- **Ways and techniques**

- ✓ **Collect and Verify Information**

- ✚ Booking Notes: Ensure special occasions are noted during the reservation process. Confirm these details during pre-arrival communication.
- ✚ Guest Profile Updates: Record any preferences (e.g., room type, dietary needs) related to the occasion for personalization.
- ✚ Confirm Preferences: Reach out before arrival to clarify specific needs, such as celebratory amenities or arrangements.
- ✚ Preferences: If possible, inquire about specific preferences related to their celebration, such as dietary needs, preferred room setup, or favorite amenities.

✓ **Plan Personalized Room Preparations**

- ✚ Thematic Décor: Include items like balloons for birthdays, rose petals for anniversaries, or champagne for honeymoons.
- ✚ Welcome Notes: Write a handwritten note acknowledging the occasion (e.g., "Happy Birthday, Mr. Smith!").
- ✚ Gifts and Amenities: Arrange for treats such as a cake, chocolates, or a fruit basket to be ready in the room.

✓ **Collaborate Across Departments**

- ✚ Housekeeping: Ensure the room is spotless and decorated as per the theme.
- ✚ Food and Beverage: Prepare any pre-ordered celebratory meals, cakes, or drinks. Coordinate delivery to the room or a dining area.
- ✚ Concierge: Suggest local activities, tours, or romantic outings suitable for the occasion.
- ✚ Front Desk: Train staff to greet the guest warmly and acknowledge the special occasion upon arrival.

✓ **Offer Upgrades or Perks**

- ✚ Complimentary Upgrades: If possible, offer a room with a better view or extra features (e.g., a suite).
- ✚ Exclusive Perks: Provide access to VIP services like a spa session, a private dinner, or priority reservations. (Enda Larkin, 2014)

✓ **Use Technology for Efficiency**

- ✚ Guest Management Software: Utilize systems to flag and track special occasions.
- ✚ Automated Alerts: Send pre-arrival reminders to staff about the guest's special status and associated arrangements.

✓ **Train Staff for Special Service**

- ✚ Encourage all team members to warmly congratulate the guest and offer additional support.
- ✚ Empower employees to handle small gestures like offering drinks or assistance with photos during the celebration.

✓ **Confirm and Double-Check**

- ✚ Ensure all arrangements, including room setup, dining reservations, and surprise elements, are completed and verified.
- ✚ Test audiovisual equipment if the occasion involves a presentation or special announcement.

✓ **Provide welcome Gesture During Check-In**

- ✚ Express Gratitude: Welcome the guest with a personal touch, such as addressing them by name and mentioning their celebration.
- ✚ Refreshments: Offer a welcome drink or snack to make the check-in process enjoyable.

✓ **Follow-Up**

- ✚ Shortly after check-in, contact the guest to ensure their satisfaction and offer additional assistance.
- ✚ Be proactive in suggesting services or adjustments that could enhance their experience.

✓ **Post-Stay Touches**

- ✚ Send a thank-you email or a discount voucher for a future stay.
- ✚ Offer a keepsake (e.g., branded merchandise or a framed photo) as a parting gift

✓ **Matching the checking preparation with hotel standard**

- ✚ Review Standard Operating Procedures (SOPs): Ensure that preparations for special occasions adhere to the hotel's documented policies on service delivery, personalization, and guest engagement.
- ✚ Maintain Consistency: While offering personalized touches, ensure they are consistent with the hotel's reputation and quality level (e.g., luxury hotels may offer premium amenities like champagne, while budget hotels might focus on handwritten notes or simple gifts). (Jonathan Tisch, 2007).



Activity 2: Guided Practice



Task 3:

Assuming that you are hired as front office personnel, you have to receive guests with special occasion. In a play role game, apply the ways and techniques of preparing the checking of guest with special occasion.

Notes: -For any clarifications you may contact your trainer.

You may also refer to the key facts:2.2. in your manual.



Activity 3: Application



Task 4:

Visit the nearby hotel in community and perform the below task:

Participate to the activity of checking guest with special occasion then elaborate a report ad hoc.



Formative Assessment

1. Determine the responsibilities of each of the following departments when receiving guest with special occasion:
 - a. Front office
 - b. Food and beverage
2. Illustrate any two ways for preparing the checking of a guest with special occasion.



Points to Remember

- By sharing specific details about the guest with special occasion with relevant departments, the hotel can deliver a memorable and seamless guest experience tailored to their special occasion.
- To classify the information of guests with special occasions into relevant hotel departments, consider the responsibilities and roles of each department



Self-Reflection

- Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

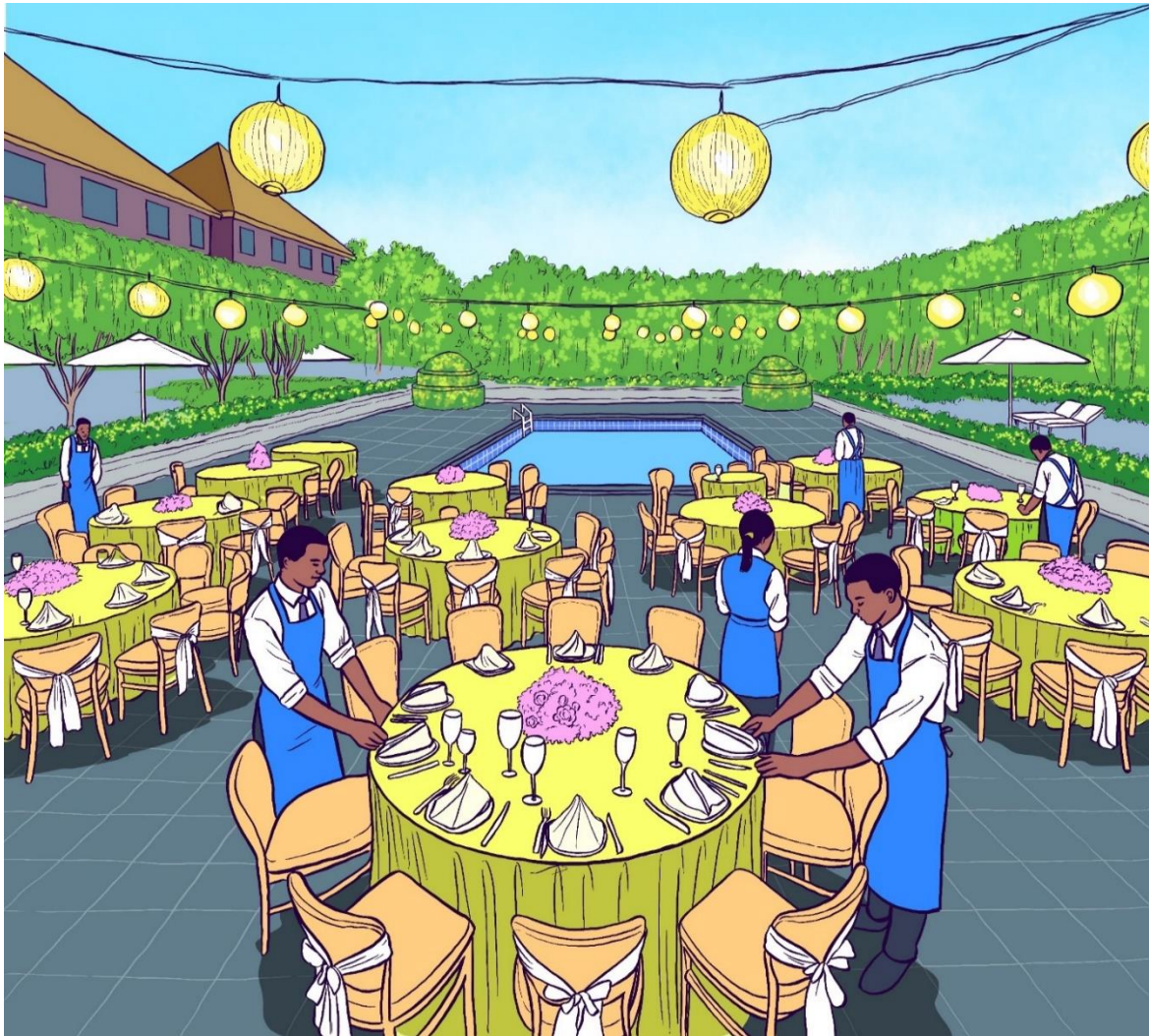
My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe special occasions					
Describe the hotel departments					
Apply Communication skills while dealing with colleagues and guests					
Apply the ways of information sharing					
Apply the techniques of sharing information among hotel departments					
Identify the ways and techniques of checking					

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe special occasions					
Describe the hotel departments					
guest's special occasion preparation					
Apply the ways and techniques of checking guest's special occasion preparation					
Pay attention to details when welcoming guest					
Stay adaptable to unexpected situations					
Cultural sensitivity/ Respect diverse backgrounds					
Adapt service approach					
Proactive resolution					

II. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 3: Organize Outdoor Services



Unit summary

This unit provides you with the knowledge, skills and attitudes required to organize outdoor services. It includes preparing for outdoor services, collaborating with hotel partners having outdoor services and arranging neighbourhood trips.

Self-Assessment: Unit 3

1. Look at the unit illustration in the Manuals and together discuss:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
2. Fill out the below self-assessment. Think about yourself: do you think you can do this? How well? Read the statements across the top. Assess your level of knowledge, skills and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquired during the learning process
 - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
 - d. At the end of this unit, you will assess yourself again.

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Identify outdoor services					
Identify hotel partners with outdoor services					
Arrange neighbourhood trips					
Arrange Tour experiences					
Apply Strategies for increasing tour experiences					

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe types of guest complaints					
Apply guest complaints handling process					
Describe the types of guest feedback					
Apply the guest feedback Collection methods					
Pay attention to details when handling guest complaints					
Stay adaptable to unexpected situations when organising outdoor services					
Respect diverse backgrounds when handling guest complaints (Cultural sensitivity)					
Adapt service approach					
Proactive resolution					
Act quickly to address guests' requests					
Anticipate guest preferences					



Key Competencies:

Knowledge	Skills	Attitudes
1. Identify outdoor services	1. Apply Strategies for increasing tour experiences	1. Pay attention to details when handling guest complaints
2. Describe the types of guest feedback	2. Apply guest complaints handling process	2. Respect diverse backgrounds when handling guest complaints (Cultural sensitivity)
3. Identify hotel partners with outdoor services	3. Arrange Tour experiences	3. Act quickly to address guests' requests
4. Determine the types of guest complaints	4. Arrange neighbourhood trips	4. Stay adaptable to unexpected situations when organising outdoor services
	5. Collect guest feedback	



Discovery activity:



Task 1

Read and answer the following questions:

1. Where do people prefer to spend their leisure time?
2. How do people maintain their fitness and wellness?
3. Enumerate the types of outdoor services
4. What are the hotel partners having outdoor services?
5. Determine the factors influencing tour experience.
6. Identify the steps of neighbourhood trips
7. What are the types of guest feedback?
8. How to handle guest complaints?

Topic 3.1: Preparing for outdoor services



Activity 1: Problem Solving

Scenario 1:

Kamugi is KFC hotel front office manager. His guest requests him to suggest them some enjoyable outdoor services to make their weekend nice.



Task 2:

Referring to the scenario 1, as a well-trained Front Office and Housekeeping operations student assist Kamugi to identify the types of outdoor services.

Key Facts 3.1: Preparing for outdoor services

- **Definition of outdoor service**

Outdoor services in the hospitality industry are activities, amenities, or experiences offered to guests that take place outside the hotel property. These services are designed to enhance the guest experience by incorporating natural or cultural elements of the destination. They can range from leisure activities to adventurous excursions and wellness-focused services (Mark J. Maciha and Tracie M. Fisher, 2012).

- **Types of Outdoor Services**

- ✓ **Recreational Activities**

- ✚ Adventure Sports: Offerings like zip-lining, rock climbing, parasailing, or kayaking.
- ✚ Water Activities: Scuba diving, snorkeling, paddleboarding, or boat cruises.
- ✚ Hiking and Trekking: Guided walks or self-guided trails in mountains, forests, or nature reserves.
- ✚ Wildlife Safaris: Jeep safaris, bird-watching tours, and wildlife photography trips.
- ✚ Camping and Glamping: Traditional or luxury camping experiences in natural settings.
- ✚ Stargazing: Astronomy tours and telescope-based night sky observations.

- ✓ **Wellness Services**

- + Outdoor Yoga or Meditation: Sessions held in serene natural settings.
- + Spa Treatments: Open-air massages or hydrotherapy sessions using natural elements.

✓ **Cultural Experiences**

- + Local Tours: Visits to historical sites, markets, or villages to immerse in the local culture.
- + Workshops: Activities like pottery, cooking classes, or handicraft lessons conducted outdoors.

✓ **Nature-Based Offerings**

- + Camping and Glamping: Overnight stays in tents or luxury camps.
- + Wildlife Safaris: Experiences in national parks or wildlife sanctuaries.
- + Stargazing: Astronomy sessions in remote locations for an unobstructed view of the night sky.

✓ **Leisure and Relaxation**

- + Picnic Arrangements: Curated outdoor dining experiences in scenic spots.
- + Beach and Poolside Services: Loungers, private cabanas, or water sports equipment rentals and beverage services.
- + Outdoor Spa Services: Open-air massages, foot baths, and nature-based therapies.
- + Garden and Park Activities: Picnics, outdoor yoga, or tai chi sessions.

✓ **Seasonal or Event-Based Services**

- + Festivals and Fairs: Seasonal activities like harvest festivals or outdoor movie nights.
- + Winter Activities: Ice skating, skiing, or sledding in cold destinations.

✓ **Benefits of Offering Outdoor Services**

- + Enhanced Guest Satisfaction: Provides unique experiences that differentiate the property.
- + Increased Revenue: Generates additional income through rentals, guided tours, or premium outdoor packages.
- + Promotes Wellness: Engages guests with activities that refresh both body and mind.

 Environmental Connection: Showcases the natural beauty and culture of the destination (Todd Wynne-Parry, 2024).



Activity 2: Guided Practice



Task 3:

Referring to the previous activity, act as Kamugi to perform the preparation of a recreational activity.



Activity 3: Application



Task 4:

Visit the nearby tourism destination in community and participate to an Outdoor Spa Service. Then report the activity.

Topic 3.2: Collaborating with hotel partners having outdoor services



Activity 1: Problem Solving

Scenario 1:

KVS hotel receives regularly guests with outdoor service needs. However, the management of this hotel is not able to satisfy those needs. As a well-trained student you are requested to provide your expertise to assist this hotel to reach out the companies providing outdoor services.



Task 2:

Referring to the scenario 1, helps this hotel to identify the partnering companies, the outdoor services offered and the way to create a partnership.

Key Facts 3.2: Collaborating with hotel partners having outdoor services

- **Partnering companies and outdoor services offered**

- ✓ **Museums**

- ✚ Provide cultural and educational experiences for guests.
- ✚ Attract art and history enthusiasts.
- ✚ Opportunities for exclusive tours or discounted entry tickets.
- ✚ Offer hotel guests priority access, guided tours, or combo packages with museum tickets and accommodation.

- ✓ **Tours Companies**

- ✚ Extend services to include city tours, adventure treks, or nature walks.
- ✚ Enhance the guest experience with curated and professional guided activities
- ✚ Collaborate on customized tour packages, such as private excursions or themed tours.

- ✓ **Night Clubs**

- ✚ Appeal to younger travellers or those seeking vibrant nightlife.

-  Create exclusive VIP experiences for hotel guests.

-  Provide complimentary entry or drink vouchers for hotel guests, or host co-branded events.

- ✓ **Forex Bureaux**

-  Convenient currency exchange for international travellers.

-  Builds trust with reliable financial services

-  Install a bureau counter in the hotel lobby or offer special exchange rates for hotel guests.

- ✓ **Transport companies**

Transportation services in the hospitality and tourism industry are essential for enhancing guest convenience and accessibility. These services include options like shuttle buses, bicycles, and rental cars, each catering to different guest preferences and needs.

-  Shuttle Buses

-  Shuttle buses are a popular mode of transportation offered by hotels, resorts, or tour operators.

-  Bicycles

-  Bicycle rentals are a sustainable and engaging option for guests exploring the local area.

-  Rental Cars

-  Rental car services offer flexibility and independence for guests who prefer self-guided travel.

- ✓ **Specialty restaurant**

-  Expand dining options for guests, especially for unique cuisines.

-  Co-promote hotel and restaurant brands.

-  Offer discounts or priority seating for guests, or integrate the restaurant's menu into in-room dining.

- **Partnership Memorandum of Understanding**

- ✓ An MOU outlines the terms of collaboration, ensuring clear expectations and responsibilities.

-  **Purpose**

Clearly state the goal of the partnership.

Example: "To provide guests with seamless access to local cultural and recreational experiences."

Scope of Services

Define what each party offers.

Example: The museum provides discounted tickets, while the hotel promotes the partnership to its guests.

Responsibilities

Specify the obligations of each partner

Example:

- The hotel provides transport to the museum.
- The tour company ensures high-quality guides and safe experiences.

Financial Arrangements

Detail cost-sharing, revenue splits, or payment structures.

Example: A 20% commission to the hotel for bookings generated through their recommendation.

Marketing and Branding

Agreement on co-branding efforts, joint advertising, or use of logos.

Example: Both parties include each other's branding in promotional materials.

Duration and Termination

Set the duration of the partnership and conditions for ending the agreement.

Example: "The MOU is valid for one year and renewable upon mutual agreement."

Dispute Resolution

Define how conflicts will be managed.

Example: Mediation through a neutral third party.

Signatories

Include names, titles, and signatures of representatives from both parties.



Activity 2: Guided Practice



Task 3:

To facilitate the accessibility of guests to the outdoor services Kamugi is requested by his supervisor to Draft a MoU with a transport company. Act as Kamugi to perform this task.



Activity 3: Application



Task 4:

Visit the nearby tourism destination in community and elaborate a MoU with it to facilitate the accessibility of your guests to the outdoor services.

Topic 3.3: Arranging neighborhood trips



Activity 1: Problem Solving

Scenario 1:

Jane and John are working as Front Office personnel at KFC hotel. They have to arrange a neighborhood trip for their guests and they need the assistance of an expert in trips arrangement for the success of the event. As a well-trained student you are requested to provide your expertise to assist this hotel in arranging the trip.



Task 2:

Referring to the scenario 1, helps this hotel to select the types of neighborhood trips, their activities and the steps to follow for the success.

Key Facts 3.3: Arranging neighbourhood trips

- **Introduction**

Arranging neighbourhood trips can be a fun and enriching experience for everyone involved. Whether it's a small outing, a community event, or a group of families going together, there are several steps you can follow to make the trip smooth and enjoyable (Anna Farmaki, Levent Altinay, and Xavier Font, 2022).

- **Types of neighbourhood trip**

- ✓ **Outdoor Adventures**

Experiences focusing on physical activity and nature exploration:

- ✚ Hiking: Walking along trails or paths in natural settings, ranging from gentle walks to challenging climbs in mountains or forests.
- ✚ Biking: Exploring areas via bicycles, often on designated trails or urban routes, providing a mix of exercise and sightseeing.
- ✚ Kayaking: Paddling small, narrow boats in rivers, lakes, or coastal areas for adventure or relaxation.
- ✚ Wildlife Tours: Guided excursions into natural habitats to observe animals in their native environments, such as safaris or birdwatching.

✓ **Cultural Experiences**

Immersive activities that showcase art, performance, and cultural heritage:

- ✚ Theatres: Venues hosting plays, musicals, or live drama performances.
- ✚ Performance Venues: Spaces for artistic expression, including dance and opera.
- ✚ Shows/Concerts/Exhibitions: Events featuring live music, art displays, or interactive cultural showcases.

✓ **Shopping and Retail Excursions**

Opportunities for guests to explore local and international retail scenes:

- ✚ Markets: Local hubs offering artisanal products, fresh produce, and cultural souvenirs.
- ✚ Malls: Large commercial centers featuring branded stores, entertainment, and dining options.

✓ **Winery or Brewery Tours**

Tours highlighting the process of crafting beverages:

- ✚ Behind-the-Scenes Experiences: Guided visits to wineries or breweries, showcasing production processes, tastings, and the history of beverages like wine or craft beer.

✓ **Educational Tours**

Engaging, learning-focused trips:

- ✚ Museums: Spaces displaying historical artifacts, art, or scientific exhibits.
- ✚ Galleries: Art-focused venues showcasing visual creativity.
- ✚ Botanical Gardens: Gardens emphasizing plant collections and conservation.
- ✚ Educational Centres: Institutions offering interactive learning experiences on various topics.

✓ **Sports Activities**

Sports-focused outings for participation or spectating:

- ✚ Golf Outings: Trips to golf courses for leisure or tournaments.
- ✚ Tennis Matches: Organized games or opportunities to watch professional players.

- ✚ Football and Basketball Matches: Spectator trips to live matches, often in iconic stadiums.

- **Steps of organising a successful neighborhood trip**

- ✓ **Define the Purpose of the Trip**

- ✚ Casual Outing: A fun trip to a local park, museum, or zoo.
- ✚ Community Event: Could include a charity event, cultural fest, or block party.
- ✚ Educational Trip: A visit to a historical site, science center, or botanical garden.
- ✚ Recreational Trip: A hike, beach day, or sports outing.

Knowing the purpose will help you plan the details and ensure everyone is on the same page.

- ✓ **Identify Participants**

- ✚ Determine who will be joining the trip: families, children, seniors, or a mix of different age groups.
- ✚ Create a list of neighbors who are interested, and consider creating a survey or informal sign-up list to gauge interest.

- ✓ **Set a Date and Time**

- ✚ Choose a date that works for the majority of people. Weekends or holidays are often best for a larger group.
- ✚ Confirm the time of departure and return, making sure to accommodate different schedules and travel times.

- ✓ **Select a Destination**

- ✚ Pick a destination that is accessible for everyone. Consider distance, accessibility (for elderly or those with mobility issues), and activity options for different age groups.
- ✚ Local parks, beaches, museums, or botanical gardens are great options for a short neighborhood trip.
- ✚ If the trip is to a specific event or venue, make sure to check their schedule and availability.

- ✓ **Arrange Transportation**

- ✚ Carpooling: Organize carpooling arrangements for those with cars. It's eco-friendly and cost-effective, especially for a smaller group.
- ✚ Bus or Shuttle: For larger groups, consider renting a bus or a shuttle service. It allows everyone to travel together and can be a more relaxed experience.
- ✚ Walking or Biking: If the destination is nearby, you can organize a walking or biking trip. This is especially suitable for families with children.

✓ **Plan the Details**

- ✚ Food and Snacks: Decide if you'll bring your own food (picnic-style) or if you'll stop for a meal along the way. Make sure to ask about dietary restrictions or preferences.
- ✚ Games and Activities: If the trip is to a park or beach, consider bringing along games like frisbees, soccer balls, or picnic blankets.
- ✚ Packing Essentials: Encourage everyone to bring sunscreen, water bottles, hats, and any personal necessities.
- ✚ Emergency Plan: Make sure to have a list of emergency contacts, a first aid kit, and know the nearest medical facilities at your destination.

✓ **Create a Group Communication Channel**

- ✚ Group Chat or Email: Use a messaging app (e.g., WhatsApp, GroupMe) or a shared email list to keep everyone updated on details.
- ✚ Reminder Notifications: Send a reminder a few days before the trip, with important details like departure times, meeting locations, and what to bring.

✓ **Assign Responsibilities (if necessary)**

- ✚ To make the trip easier, assign specific tasks to volunteers. For example, someone can be in charge of snacks, someone else might bring games, and another person might handle transportation logistics.

✓ **Consider Safety and Inclusivity**

- ✚ Ensure that the trip is safe for all participants, including those with mobility challenges or dietary restrictions.
- ✚ If you have children, assign adults to keep track of the kids or plan activities that engage both adults and children.

 Ensure everyone is aware of any health considerations or safety precautions for the destination. (Anna Farmaki, Levent Altinay, and Xavier Font, 2022).



Activity 2: Guided Practice



Task 3:

Referring to the previous activity, act as Jane et/or John hotel to select the types of neighbourhood trips, their activities and the steps to follow for the success.



Activity 3: Application



Task 4:

Visit the nearby tourism destination in community, participate to a neighborhood trip and elaborate a report on the performed activity.

Topic 3.4: Tour experiences arrangement



Activity 1: Problem Solving

Scenario 1:

Hotel KFC is receiving a group of guests needing to make a tour of Gasabo district.

You are hired as expert to assist the hotel in this tour arrangement.



Task 2:

Referring to the scenario 1, answer the following questions:

- a. What are the factors influencing tour experiences arrangement in Gasabo District?
- b. What are the strategies for increasing tour experience?

Key Facts 3.4: Tour experiences arrangement

- **Introduction**

Arranging a tour experience for hotel guests involves thoughtful planning, coordination, and attention to detail to create a memorable and seamless adventure (Micah Solomon 2016).

- **Factors influencing tour experience**

Many factors can influence a tourist's experience, including:

- ✓ Customer service: High-quality customer service can contribute to a positive experience
- ✓ Attractions: Engaging and accessible attractions can contribute to a positive experience
- ✓ Environment: Clean and safe environments can contribute to a positive experience
- ✓ Cultural authenticity: Cultural authenticity can contribute to a positive experience
- ✓ Personalized experiences: Personalized experiences can contribute to a positive experience
- ✓ Sociopsychological theory: The Theory of Planned Behavior (TPB) is a sociopsychological theory that suggests that attitude, subjective norms, and perceived behavioral control influence consumer behaviour.

- ✓ Climatic factors: Temperature, precipitation, drainage, wind, and sunlight can affect tourism
- ✓ Technological factors: Modern transport and information communication can affect tourism
- ✓ Political factors: Quotas, tariffs, agreements, and government concessions can affect tourism
- ✓ Social factors: Economic factors, such as job opportunities and higher income potential, can motivate people to travel
- ✓ Cultural factors: Curiosity about different cultures, desire to experience new traditions, and interest in exploring diverse cuisines can motivate people to travel.
- **Approach of tour arrangement**
 - ✓ **Understand Guest Preferences**
 - ✚ Gather Information: During booking or check-in, ask about guest interests (e.g., adventure, cultural experiences, shopping).
 - ✚ Occasion Awareness: Tailor the experience if the tour is for a special occasion, such as a honeymoon or birthday.
 - ✚ Demographics: Consider group size, age, and activity level.
 - ✓ **Research and Curate Tour Options**
 - ✚ Local Highlights: Identify key attractions or experiences unique to your location (e.g., landmarks, local cuisine, festivals).
 - ✚ Off-the-Beaten-Path Options: Include lesser-known spots for a personalized touch.
 - ✚ Partnerships: Collaborate with reputable local tour operators for specialized services (e.g., guided hikes, boat tours).
 - ✓ **Create Tailored Packages**
 - ✚ Thematic Tours: Offer options like heritage walks, wine-tasting excursions, or adventure activities.
 - ✚ Flexibility: Provide half-day, full-day, or multi-day itineraries to suit different schedules.
 - ✚ Customization: Allow guests to mix and match elements, like adding a private guide or upgrading transport.

✓ **Logistics and Safety**

- ✚ Transport: Arrange reliable, comfortable transportation, such as private cars or shuttles.
- ✚ Guides: Ensure tour guides are knowledgeable, licensed, and multilingual if necessary.
- ✚ Safety Protocols: Confirm that all activities adhere to safety standards, particularly for adventure tours.

✓ **Seamless Coordination**

- ✚ Pre-Tour Briefing: Share detailed itineraries with guests, including timings, what to bring, and expectations.
- ✚ Booking Support: Handle reservations, tickets, and permits in advance to avoid delays.
- ✚ In-Room Preparation: Provide essentials like maps, bottled water, or a checklist of items needed for the tour.

✓ **Personalization and Extras**

- ✚ Add-On Services: Include perks like picnics, souvenir vouchers, or professional photography.
- ✚ Cultural Touch: Incorporate local traditions or cuisines into the experience.
- ✚ Surprises: Offer unexpected treats, such as a personalized note or complimentary gift.

✓ **Post-Tour Engagement**

- ✚ Feedback: Collect guest feedback to improve future offerings.
- ✚ Keepsakes: Provide a small souvenir or digital photo collection to commemorate the experience.
- ✚ Follow-Up: Send a thank-you email with details about related tours or discounts for future bookings.

• **Strategies for increasing tour experience**

- ✓ Personalization: Provide a travel experience that matches the needs, preferences, and priorities of the traveller. For example, business travellers may prefer a specific meal arrangement or a hotel with lounge access.

- ✓ Communication: Keep passengers informed and reduce confusion by providing real-time updates on flight status, gate changes, and other important information.
- ✓ Research and trip planning: Present offers that align with the traveller's budget and preferences as they move toward setting dates and destinations.
- ✓ Get off the beaten path: Avoid the crowds and have a more unique and authentic experience by exploring offbeat places.
- ✓ Make friends: Meet people who are also looking to make friends and find adventures together.
- ✓ Embrace local culture: Experience the distinct and varied practices of the local culture.
- ✓ Taste local foods: Try the local foods.
- ✓ Don't over plan: Let your days unfold naturally without cramming them full of activities.
- ✓ AI assistants: Use AI-powered chatbots and virtual assistants for customer service, booking processes, and travel recommendations.



Activity 2: Guided Practice



Task 3:

Referring to the previous activity, perform the following tasks:

- a. Guide the guests to discover the tourism attractions found in Gasabo District.
- b. Incorporate the taste of local food in this tour.

Notes: - Refer to the key facts 3.4.

You may contact your trainer for guidance.



Activity 3: Application



Task 4:

Visit the nearby tourism company in community, participate to a tour experience arrangement and elaborate a report on the performed activity.

Topic 3.5: Handle guest complaints



Activity 1: Problem Solving

Scenario 1:

W hotel is located in the City Center. Over the last six months, guest complaints increased by 25% impacting hotel reputation, occupancy rates and hotel revenues.



Task 2:

In relation to the issue mentioned in scenario 1, answer the following questions:

- a. What are the types of guest complaints?
- b. What is the complaints handling process?

Key Facts 3.5: Handle guest complaints

- **Types of Guest Complaints in Hotels**

- ✓ **Service-Related Complaints**

They are usually associated with the hotel service. The guest may experience a problem with hotel services and may become dissatisfied. It can be of wide-ranging and about such things as long waiting times for service, lack of assistance with luggage, untidy room, missed wake-up call, cold or ill-prepared food, or ignored requests for additional supplies. The front office generally receives more service-related complaints when the hotel is operating at or near full occupancy (**Hotelier Tanji, 2015**)

- ✓ **Attitudinal Complaints**

Attitudinal problems are often associated with the attitudes and behavior of the hotel staff. All hotels whether it is big or small do come across instances when guests complain about the impolite, unprofessional, and indifferent behavior of staff members of the hotel.

The moment an employee disagrees with the guest, his conflict with the guest begins which leads to guest complaints. Guests may express attitudinal complaints when

they feel insulted by rude or tactless hotel staff members or sometimes guest overhears staff conversations or receive complaints from hotel staff members. Managers and supervisors should listen and attend to the complaints and problems of the guests. This can be especially critical to maintain good guest relations.

✓ **Mechanical Complaints**

Mechanical complaints deal with equipment problems within the hotel. Most guest complaints are related to hotel equipment malfunctions. It is usually concerned with problems with air conditioning, lighting, electricity, room furnishing, vending machines, ice machines, door keys, plumbing, television, and so on. Effective use of a front office log book and maintenance work orders may help to reduce the frequency of mechanical complaints.

✓ **Unusual Complaints**

Unusual problems are those that the hotel has no control over such as the weather, traffic, or transportation. Guest sometimes expects the front office staff to resolve or at least listen to such kinds of complaints which are unusual and the hotel cannot do anything about them. Sometimes guests demand something that simply is unwarranted or impossible to deliver such as complaining about the absence of a swimming pool, lack of public transportation, bad weather, and so on. (Hotelier Tanji, 2015)

Hotels generally have little or no control over the circumstances surrounding unusual complaints. Front office management should alert front desk agents that on occasion guests may complain about things the staff can do nothing about. Through such orientation, staff will be better prepared to handle an unusual situation with the appropriate guest relations techniques and avoid a potentially difficult encounter.

✓ **Room Related Complaints**

Any guest complaints related to the room are categorized into complaints related to rooms. This issue can occur due to room category booked vs assigned, old mattresses, poor view, noisy room, poor linen, or even bad lighting in the room. Nowadays due to most of the bookings being generated online guest expects that the picture is shown while reservation should match with the room they have been assigned.

Due to numerous Online travel agents (OTA's) available online and the fact that these OTA's have a different type of layout for the hotel image gallery, the guest is often confused about the room they have reserved. Once the guest reaches the hotel and check-in to the room they find out that the room allocated to them is different from that they have seen online.

Also, the less sleep the hotel guests have the more issues you'll have with them the next day. Try to ensure that the mattresses are always good if you want your guests satisfied in the morning.

✓ **Complaints Due to Food and Beverage**

Even with very good accommodation facilities, the guest can complain about the hotel due to the reason of food and beverages not up to their exception. Even if your hotel provides an exceptional culinary experience to the guests, despite your best efforts, there's no way to please everyone and that leads to the occasional customer complaint.

✓ **A special type of Guest complaint: The Unresolvable!**

These are the types of complaints that the guest refuses to allow you to solve. For example, a guest who found some animal hair from the previous guests in a corner which the maids missed. The hotel offered to re-clean it but the guest refused. The next day he complains again and again the hotel offers to clean but he refuses again, this goes on every day.

Professional hoteliers know about this kind of guest, and as a hotelier, you should be aware that some guests are just abusive. They will try to make abuse look like a complaint. So, it's important to learn to differentiate and to stand up for your employees.

✓ **Complaints handling process**

When a customer complaint, determining the appropriate response can be harder than it sounds. Nevertheless, it's important to train your customer service team so that they can handle common customer complaints and make sure issues are resolved quickly and effectively.

Check out the steps below to learn how to handle customer complaints in a way that leaves customers feeling satisfied.

✓ **Listen to the customer**

If a customer has complained, it means that they want their unique problem to be heard. Brushing off a customer complaint or failing to fully understand the problem can make the situation worse. So train the customer service reps at your company in active listening techniques that allow customers to feel heard and seen by your organization.

✓ **Show empathy**

Empathy is a key part of resolving any customer-facing problem or confrontation. Practicing empathy means stepping into the customer's shoes and trying to see a problem from their point of view—why are they upset? And what actions would resolve the issue from their perspective?

Not only can showing empathy help you identify a solution to a problem, but it can also make the job of your customer service reps easier. Using empathy statements and attempting to relate to the customer often helps in calming everyone down.

If a dissatisfied customer senses that you genuinely understand their frustration and care about their problem, then they'll likely be more willing to work with you toward a solution.

✓ **Apologize**

When dealing with unhappy customers, an apology can go a long way. If you made a mistake or didn't deliver on a particular promise, sincerely apologize to the customer who's complaining and acknowledge the validity of their situation.

At the same time, offering an apology can be beneficial even in situations where you don't feel like you were wrong. An apology allows you to defuse the situation and move closer to finding a resolution.

✓ **Ask thorough questions**

After listening to a customer's complaint, make sure to ask any relevant questions in order to better understand the situation. With more information to work with, your

customer service representatives will have an easier time finding a suitable solution to the problem and providing great customer care.

✓ **Loop in necessary parties**

Communication is the key to success when solving just about any problem. Keeping your team in the loop can enable you to resolve customer complaints more quickly. Additionally, communicating a customer complaint to your team can prevent the mistake or miscommunication that prompted the complaint from happening again.

✓ **Find a swift solution**

Perhaps the most important part of handling customer complaints is finding a resolution—and quickly.

No unhappy customer wants to wait around for days or weeks as you come up with a solution for their problem. Instead, prepare your customer service team with guidelines on go-to solutions for common customer complaints and limitations on what they can offer customers in a given situation.

✓ **Follow up**

Following up on a customer complaint can be a great way to engage with your audience and show that you care. In many cases, following up on a customer complaint takes the form of sending out a customer satisfaction survey. In this survey, the customer can rate their level of satisfaction with their customer service experience, which can in turn provide you with valuable data and insight.

Following up with customer complaints will help you stand out from the competition by demonstrating excellent customer service.

✓ **Create a record**

From the time a customer complaint is first submitted to the moment it gets resolved, record your interactions with the customer. Recording customer interactions can provide you with information that helps improve your products, services, and overall customer experience.

At the same time, having a record of communication with a particular customer can provide your customer service reps with context if that customer makes another complaint in the future.

Handling guest complaints effectively is essential for maintaining guest satisfaction and loyalty (Hotelier Tanji, 2015).



Activity 2: Guided Practice



Task 3:

Assuming that you are a Manager at W Hotel where a Guest expresses complaints when He feels insulted by rude or tactless hotel staff members. Due to your responsibilities, you are required to maintain good guest relations by:

- a. Determine this type of complaints
- b. Apply the complaints handling process

Notes: - You may refer to the key facts 3.5 in your manual. You may contact your trainer for clarification.



Activity 3: Application



Task 4:

Visit the nearby hotel in community, participate to handling guest complaint process and elaborate a report on the performed activity.

Topic 3.6: Collecting guest feedback



Activity 1: Problem Solving

Scenario 1:

In order to improve services and enhance guest satisfaction, Gasore Hotel located in Gasabo district is advised to collect guest feedback. However, It doesn't know the types of guest feedback to collect and how to apply the feedback collection methods.



Task 2:

In relation to the issue mentioned in scenario 1, answer the following questions:

- a. What are the Types of guest feedback?
- b. How to collect guest feedback?

Key Facts 3.6: Collecting guest feedback

- **Types of Guest Feedback**

Guest feedback can be categorized based on its source, delivery method, or the stage at which it is collected:

- ✓ **Verbal Feedback**

Feedback provided directly by guests during interactions with staff, such as during check-out or casual conversations.

- ✓ **Written Feedback**

-  Feedback Forms/Surveys: Written comments collected through forms provided in rooms or at the front desk.

-  Emails: Guests often share feedback through follow-up emails.

- ✓ **Digital Feedback**

-  Online Reviews: Comments on platforms like TripAdvisor, Google Reviews, or OTA (Online Travel Agency) websites.

-  Social Media: Feedback shared on platforms like Facebook, Instagram, or Twitter.

- ✓ **Behavioural Feedback**

Implicit Feedback: Observing guest behavior, such as dining preferences, facility usage, or service requests, to infer satisfaction.

✓ **Real-Time Feedback**

Feedback provided immediately during the stay, such as through live chats or in-app messaging.

✓ **Post-Stay Feedback**

Feedback shared after the guest has left, often through email surveys or calls.

• **Methods to Collect Guest Feedback**

✓ **Surveys and Feedback Forms**

✚ In-Room Feedback Forms: Paper forms for guests to fill out during their stay.

✚ Post-Stay Email Surveys: Sent to guests after check-out to gauge satisfaction.

✚ Kiosks/Tablets: Digital survey stations placed in common areas or at the front desk.

✓ **Online Reviews and Ratings**

Encourage guests to leave reviews on platforms like TripAdvisor, Google, or Booking.com by providing links or QR codes.

✓ **Social Media Monitoring**

Track mentions, comments, and messages on social platforms. Use tools like Hootsuite or Sprout Social to collect and analyze feedback.

✓ **Real-Time Communication**

Live Chat: Integrated into hotel websites or apps for instant feedback.

SMS or Messaging Apps: Communicate via WhatsApp, Messenger, or text to collect immediate reactions.

✓ **Verbal Feedback Collection**

Train staff to actively ask for feedback during interactions, such as when guests check out or during meal service.

✓ **Guest Behavior Analytics**

Use data from hotel management systems (e.g., room service orders, spa bookings) to infer satisfaction levels and preferences.

✓ **Focus Groups or Interviews**

Conduct small-group discussions or individual interviews with frequent or loyal guests to gain detailed insights.

✓ **Mystery Shoppers**

Use professional reviewers to assess services and provide objective feedback on the guest experience.

✓ **Social Listening Tools**

Tools like Brandwatch or Mention can track what people say about the hotel online, even outside official review channels.

✓ **QR Code Feedback**

Place QR codes in rooms or at service points for guests to scan and provide feedback digitally.



Activity 2: Guided Practice



Task 3:

Assuming that you are hired as Front office staff at W Hotel you are requested to collect guest feedback:

- a. Determine the types of guest feedback
- b. Apply the methods of collecting guest feedback.

Notes: - You may refer to the key facts 3.6 in your manual.

You may contact your trainer for clarification.



Activity 3: Application



Task 4:

Visit the nearby hotel in community, participate to guest feedback collection then elaborate a report on the performed activity.



Formative Assessment

1. How do I handle unreasonable complaints?
2. What should I do if the guest becomes aggressive?
3. Which of the following methods is NOT commonly used to collect guest feedback?
 - a. Surveys
 - b. Suggestion boxes
 - c. Social media reviews
 - d. Ignoring guest opinions
4. Which platform is commonly used for collecting online guest feedback?
 - a. Social media platforms like Facebook and Instagram
 - b. Review sites like TripAdvisor and Yelp
 - c. Email surveys
 - d. All of the above
5. What is the main goal of collecting guest feedback?
 - a. To increase revenue
 - b. To enhance guest satisfaction and experience
 - c. To avoid providing additional services
 - d. To compete with other businesses
6. Answer by True/False:
 - a. Landscaping design includes adding elements like water features and outdoor lighting.
 - b. Outdoor cleaning services only involve picking up trash.
 - c. Seasonal weather changes can impact the demand for outdoor services.
 - d. Pest control services are only needed for indoor spaces



Points to Remember

By incorporating diverse outdoor services, hotels and resorts can create memorable guest experiences while leveraging the unique appeal of their locations.

Key Considerations for Outdoor Services

- **Safety and hygiene:** Ensuring proper equipment, trained guides, and first-aid availability. Cleanliness: Regularly sanitize tables, chairs, and shared surfaces.

Pest Control: Use discreet measures to keep insects away.

Crowd Management: Arrange seating to maintain comfort and avoid overcrowding.

- **Accessibility:** Catering to different levels of mobility and age groups. Ensure walkways are wide enough for wheelchairs.
- **Customization:** Offering tailored experiences for families, couples, or solo travellers.
- **Sustainability:** Minimizing environmental impact and promoting eco-friendly practices.

Outdoor dining and drinking areas are popular in the hospitality industry for creating unique and enjoyable guest experiences. These spaces often enhance ambiance, promote relaxation, and provide a connection with nature

1. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Identify outdoor services					
Identify hotel partners with outdoor services					
Arrange neighbourhood trips					
Arrange Tour experiences					
Apply Strategies for increasing tour experiences					
Describe types of guest complaints					
Apply guest complaints handling process					
Describe the types of guest feedback					
Apply the guest feedback Collection methods					
Pay attention to details when handling guest complaints					
Stay adaptable to unexpected situations when organising outdoor services					

My experience	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Respect diverse backgrounds when handling guest complaints (Cultural sensitivity)					
Adapt service approach					
Proactive resolution					
Act quickly to address guests' requests					
Anticipate guest preferences					

2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.



Summative assessment

Read the following situation and perform the tasks required

Kagoma is a five-star Hotel located in Kigali. A month ago, this hotel faced a very critical situation whereby during check-in process, a physically challenged client was upset about his requests not to have been taken into consideration for smooth check-in for particular person with this condition. To solve this problem for good, the hotel management decided to recruit a new experienced guest relation officer. As a new staff, you are requested to organize a smooth check-in as the hotel will host the chairperson of physically challenged persons and his wife from South Africa. The couple will stay in the hotel for five nights for their honeymoon and they requested the hotel to plan for their trip in Akagera National Park.

Tasks: You are required to perform the below-mentioned activities within 2 hours

1. Prepare welcome facilities (30 minutes)
2. Organize their honeymoon offers (30 minutes)
3. Plan for the couple's trip (60 minutes)

Resources: Telephone, Computer, wheel chair

Materials/ Consumables: Pen, paper, post it, flipchart stand, markers, highlighter, petals, Brochures and price list from different tour companies' partners.

REFERENCES

1. Alan Pennington (2016)"Customer Experience Management: How to Design, Integrate, and Deliver Exceptional Experiences"
2. Baker, S., Bradley, P., & Huyton, J. (1994). Principles of hotel front office operations.
3. Enda Larkin (2014) "How to Run a Great Hotel: Everything You Need to Achieve Excellence in the Hotel Industry"
4. Gary K. Vallen and Jerome J. Vallen (2010) "Check-In Check-Out: Managing Hotel Operations"
5. Hotelier Tanji (2015), "Secrets of Successful Guest Complaint Handling in Hotel & Restaurant"
6. Jay Kandampully (2019)"Managing Hospitality Organizations: Achieving Excellence in the Guest Experience"
7. Jonathan Tisch (2007),"Chocolates on the Pillow Aren't Enough: Reinventing the Customer Experience"
8. Joseph A. Michelli (2008) "The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company"
9. Mark J. Maciha and Tracie M. Fisher (2012) "Outdoor Hospitality Essentials: A Workbook for Success"
10. Micah Solomon (2016), The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets"
11. Michael C. Sturman, Jack B. Corgel, and Rohit Verma (2011), "The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice"
12. Nada K. Kakabadse and Andrew Kakabadse (2021) "Service Excellence in Tourism and Hospitality"
13. Philip Kotler, John Bowen, and Seyhmus Baloglu (2021, 8th Edition), "Marketing for Hospitality and Tourism"
14. The Disney Institute and Theodore Kinni (2001) "Be Our Guest: Perfecting the Art of Customer Service"
15. Todd Wynne-Parry (2024) "The Business of Glamping: An Anthology of Articles on Outdoor Hospitality"



April 2025