TRADE: TOURISM

MODULE CODE: TORPS501

TEACHER'S GUIDE

Module name: **PERFORMING GUEST SERVICES**

Table of Contents

Acronyms

RTB: RWANDA TVET BOARD

RQF: RWANDA QUALIFICATION FRAMEWORK

TOR: TOURISM

TORPS: MODULE CODE: PERFORMING GUEST SERVICE

IC: INDICATIVE CONTENT

MICE: MEETING,INCENTIVE, CONFERENCE AND EVENTS

Introduction

This module describes the skills, knowledge and attitudes required to assess and become a competent quality services provider. At the end of this module, participants will be able to prepare for guest services by following required service standards, deliver guest services as per their needs, prepare and provide reports to concerned supervisors.

Module Code and Title: TORPS501 & Performing Guests Services

Learning Units:

1. Prepare for guest services

2. Deliver guest service

3. Prepare and provide report
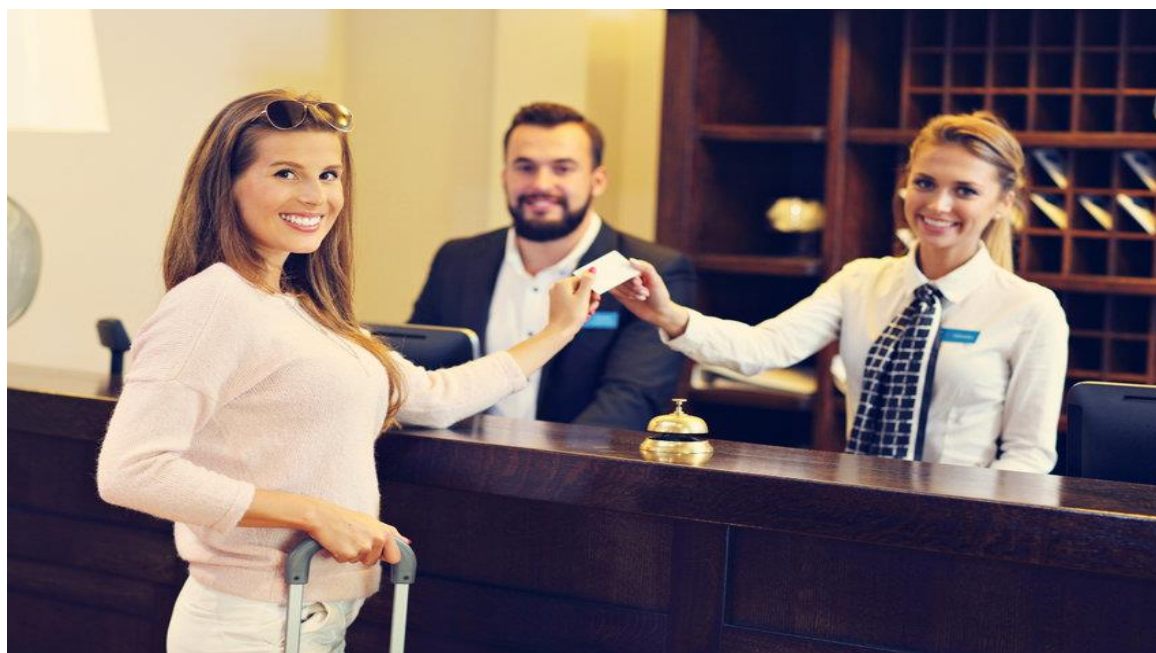
STRUCTURE OF LEARNING UNIT

Learning outcomes:
1.1: Identify guests' services according to service standards
1.2: Differentiate guest services according to their categories
1.3: Collect and arrange informational materials to use according to the company policies

Learning outcome 1.1. Identify guests' services according to services' standards

Duration: 20 hrs
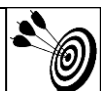
Learning outcome 1 objectives :

By the end of the learning outcome, the trainees will be able to:

1.1**:** Identify guests' services according to services' standards

1.2: Differentiate guest services according to their categories

1.3: collect and arrange informational materials to use according to the company policies

Resources

Equipment	Tools	Materials
- Black board - White board - Front desk - Lobby furniture	- Projector - Computer - Mouse	- Newspapers - Brochures - Pictures - Internet - Marker, chalk - Flipchart

Advance preparation:

- lobby area
- Reception
- Workshop

Indicative content 1.1.1: Guest Service

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

Definition of Guest service

Guest service is:
- The assistance and advice provided by a hotel to those people who make reservations, stay and buy products and services at the hotel.

- Are the services, amenities and help that hotel provides for its guests.

Examples of guest services

- Information: is a set of all data that has meaning in the context to its receiver.

Example of information may be required by Guest
- hotel facilities
- types of room
- rooms facilities
- room rates offered to the guest
- level of services
- benefits of using that hotel
- tourism sites
- tourism products and prices
- Amenities: Is something that helps to provide comfort, convenience, or enjoyment to the guest.

Examples of amenities include the following:
- Internet
- Mini-bar
- Telephone
- Wires-cable
- Charger
- Air conditioner
- Television etc....

- Sites permits: Refers to permission authorizing individuals to enter or participate attraction or Tourism events.

Example of sites permits include the following:

- Mountain gorilla permits
- Golden monkey permits
- Chimpanzee trekking permits
- Gorilla naming ceremony permits

Indicative content 1.1.2: Service standard

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

MEASUREMENT OF SERVICE STANDARDS ARE:

- **Speed:** The service is carried out within the time limits desired and accepted by the customer
- **Accuracy:** service must be having quality of being true and correct without mistakes to the users.
- **Transparency:** service must be reliable to the user without.omy confidentiality

- **Accessibility:** service must be used without any limitations and difficulties in the moment desired by Guest.
- **Timely:** The service should be done at a good and suitable time.
- Professionalism and knowledge of staff
- Customer service efficiency, looking after the client's wellbeing
- Hospitality and personal approach
- Appearance, use of language and communication of staff
- Manners and courtesy
- Sales opportunities and skills
- Range and quality of goods and services
- Serving, presentation and quality of food and drinks
- Cleanliness of the premises, tableware and equipment
- Technical condition and safety of equipment and other items
- Other factors and their compliance with global business practice

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

Theoretical learning Activity

✓ Trainer will ask trainees to brainstorm in their groups about :
  ↓ Term **guest services**
  ↓ Identify **examples of services** required by guest who stay at hotel

Practical learning Activity

✓ Trainer will ask trainees in pair to set up or prepare lobby area
✓ Trainer will ask trainees in pair to offer warm welcome and greeting to the guest at reception area.

Points to Remember (Take home message)

- **Guest services:** Are the services, amenities and help that hotel provides for its guests.

- Examples of Guest services
  - ✓ Information
  - ✓ Amenities
  - ✓ Sites permits
- Service standards measurement
  - ✓ Speed
  - ✓ Accuracy
  - ✓ Transparency
  - ✓ Accessibility
  - ✓ Timely

Learning outcome 1.1 : formative assessment

Written assessment

- Assessment tools
  - ✓ Open ended questions

Q1) What is guest service

Answer: The assistance and advice provided by a hotel to those people who make reservations, stay and buy products and services at the hotel

Q2)What are the 4 types of information

ANSWER:

- hotel facilities
- types of room
- rooms facilities
- room rates offered to the guest
- level of services
- benefits of using that hotel

Ic Indicative content 1.2.1: Guest categories

- Guest categories
  - **A. Tourists: is per**son who travel from origin place to destination at least 24 hrs and not more than one consecutive year at visited place with different purposes such as leisure, recreation, business etc....

  - B. Diplomatic travellers: refers to diplomatic agents who travel and presents his/ her country in other country.

Tourists are classified into below categories

✦ Recreationists: is a person who travel for Recreational activities such as enjoyment, amusement and pleasure.

✦ Backpackers: a form of low-cost, independent traveller who prefer to visit their friends in other countries and they normally stay in cheap youth hostels and use public transport.

✦ Educational travellers: is the person who makes a trip for the purpose of studying

✦ Medical travellers: refers to people travelling to a country other to obtain medical treatment
  Examples: plastic surgery and dental surgery

✦ Business travellers: S/he travels from her/his place of work or home to other destinations to source new business or to check on operations

  Example of business tourism stands form
  MICE: Meeting, Incentives, Conferences and Events or Exhibitions

  Business travellers should need:
1. Wi-Fi and Connectivity
Airports and hotels with Wi-Fi are a must for the business traveller. As more and more airlines are aiming to offer in flight Wi-Fi, business travellers want as many options as possible to get extra work done when travelling or catching up on those never ending emails.

2. They need space
Perhaps unsurprisingly, whether on a flight, or in their hotel business travellers appreciate the need for space and often prefer to have their own privacy. Not only does space improve their productivity, it means that when it's time to unwind they can be more comfortable, and feel more at home. This is especially true in hotels with long stay business travellers.

3. Value – But not always the lowest price

Like other travelling groups, there is no doubt that business travellers also appreciate value for money, but this doesn't necessarily translate into wanting the lowest price. Business travellers are looking for service providers who can value add to their offerings with additional amenities, drinks, extra legroom, and other inclusions and services.

4. Convenience

Being busy, and often time poor means that business travellers appreciate convenience. Whether it's skipping the queue, logging on to get work done, online check in facilities, or other amenities in their hotel which means they can save time. Convenience is key to a happy business traveller, giving them more time for the things that matter.

5. Loyalty Schemes

Business travellers (and often their company who book the travel on their behalf) appreciate   and
to a degree expect loyalty schemes rewarding their repeat patronage. Whether frequent flyer schemes, or corporate rates for company accounts, business travel is lucrative and appreciating the patronage through loyalty schemes and bonus offer/discounts is important.

6. To Be On Time

Business travelers also need to be served on time in all aspects or areas such as the flight, hotel services, pick him or her on the airport, meeting should respect the time and other business events should occur on time.

- Family travellers: ls a travel focusing on families with children with different purposes such as holiday, leisure, marriage and so on.
  - Travelling with children, parents or relatives.
  - Visiting relatives or attending marriages or special functions.
  - Average stay 4-5 nights, likely to book through a travel or tour operator.

List of top amenities that families want available to them in a hotel room They include:

- Well-utilized wall space
- Storage*Child safety features
- Sleeping solutions
- Family-friendly bathroom
- Food preparation and eating space
- Free Wi-Fi and charging stations
- Overall family-friendly atmosphere

✓ In their groups trainees are required to discuss about categories of guest and use relevant examples for each category

Points to Remember (Take home message)

- Guest categories
  - ❖ Tourists
  - ❖ Diplomatic travellers
- Tourists are classified into the following travellers
  - ❖ Recreationists
  - ❖ Backpackers
  - ❖ Educational travellers
  - ❖ Medical travellers
  - ❖ Business travellers
  - ❖ Family travellers

Learning outcome 1.2 :formative assessment

Written assessment

- Assessment tools
  - ✓ Open ended questions

Q1) Differentiate tourists to diplomatic travellers

Answer: Tourists: is person who travel from origin place to destination at least 24 hrs and not more than one consecutive year at visited place with different purposes such as leisure, recreation, business etc....

Diplomatic travellers: refers to diplomatic agents who travel and presents his/ her country in other country

Q2) What are the 4 needs of business travellers

Answer:

1. Wi-Fi and Connectivity

Airports and hotels with Wi-Fi are a must for the business traveller. As more and more airlines are aiming to offer in flight Wi-Fi, business travellers want as many options as possible to get extra work done when travelling or catching up on those never ending emails.

2. They need space

Perhaps unsurprisingly, whether on a flight, or in their hotel business travellers appreciate the need for space and often prefer to have their own privacy. Not only does space improve their productivity, it means that when it's time to unwind they can be more comfortable, and feel more at home. This is especially true in hotels with long stay business travellers.

3. Value – But not always the lowest price

Like other travelling groups, there is no doubt that business travellers also appreciate value for money, but this doesn't necessarily translate into wanting the lowest price. Business travellers are looking for service providers who can value add to their offerings with additional amenities, drinks, extra legroom, and other inclusions and services.

4. Convenience

 Being busy, and often time poor means that business travellers appreciate convenience. Whether it's skipping the queue, logging on to get work done, online check in facilities, or other amenities in their hotel which means they can save time. Convenience is key to a happy business traveller, giving them more time for the things that matter.

Indicative content 1.3.1: informational materials

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

- **Informational materials:** are a range of documents that contains information of a particular activity or subject.

INFORMATIONS MATERIALS INCLUDE THE FOLLOWING

- **Books**: a written or printed work consisting of pages glued or sewn together along one side and bound in covers.

- **Newspapers**: a printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.

- **Directories**: a book or website listing individuals or organizations alphabetically or thematically with details such as names, addresses, and telephone numbers

- **Brochures**: a small book or magazine containing pictures and information about a product or service.

- **Maps**: a diagrammatic representation of an area of land or sea showing physical features, cities, roads, etc.
- **Magazines**: is a publication, usually a periodical publication, which is printed or electronically published (sometimes referred to as an online magazine). Magazines are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of the three.
- **Manuals**: Manual refers specifically to a reference document which provides detailed information about operation and maintenance of a product

- **Forms**: A form is a document with spaces in which to write or select, for a series of documents with similar contents.

- **Reports**: A report is a specific form of writing that is organized around concisely identifying and examining issues, events, or findings that have happened in a physical sense, such as events that have occurred within an organization, or findings from a research investigation.

- **Websites**: is a central location of various web pages that are all related and can be accessed by visiting the home page of the website using a browser.

- **CDs**: a disk is a round plate on which data can be encoded. There are two basic types of disks: magnetic disks and optical disks.

- **Tapes**: long, narrow flexible material with magnetic properties, used for recording sound, pictures, or computer data.

IMPORTANCE OF INFORMATION MATERIALS
- ❖ Are source of information

> ❖ Are used for marketing purposes
> ❖ Keep data or information permanently or for long period
> ❖ Reduce mistakes
> ❖ Are used to communicate information to different users

Ic Theoretical learning Activity

✓ Within groups trainees are required to discuss materials that contain information of the products
✓ Trainees are required to indicates importance of information materials

Points to Remember (Take home message)

- **Informational materials:** are a range of documents that contains information of a particular activity or subject.

- Informational materials
    - Books
    - News papers
    - Directories
    - Brochures
    - Maps
    - Magazines
- Importance of information materials
    - ❖ Are source of information
    - ❖ Are used for marketing purposes
    - ❖ Keep data or information permanently or for long period
    - ❖ Reduce mistakes
    - ❖ Are used to communicate information to different users

Learning outcome 3 formative assessment

Written assessment

- Assessment tools
    - ✓ Open ended questions

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Q1) list out 4 types information materials

 Answer: Map, books, brochures, directories

Q2) what are the 4 importance of information materials

Answer:

- ❖ Are source of information
- ❖ Are used for marketing purposes
- ❖ Keep data or information permanently or for long period
- ❖ Reduce mistakes
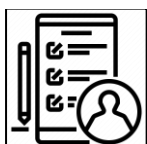- ❖ Are used to communicate information to different users

LEARNING UNIT 2: DELIVER GUEST ASSISTANCE

STRUCTURE OF LEARNING UNIT

Learning outcomes:

2.1. Identify guests' needs in respect of their requests

2.2. Provide guests' service according to their expectations

2.3. Assure guest satisfaction in accordance with the quality of services standards

Learning outcome 2.1. Identify guests' needs in respect of their requests

Duration: 20 hrs	

Learning outcome 2 objectives :

By the end of the learning outcome, the trainees will be able to:

2.1. Identify guests 'needs in respect of their requests

2.2. provide guests' service according to their expectations

2.3. Assure guest satisfaction in accordance with the quality of services standards

Resources

Equipment	Tools	Materials
- Black board - White board - Front desk	- Projector - Computer - Mouse	- Newspapers - Brochures - Pictures - Internet - Marker, chalk - Flipchart

Advance preparation:

. workshop

Indicative content: 2.1.1 .Guest request

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

Definition of guest request : Is formal act of asking information from guest about sales, deliveries, features or other aspects of a products.

❖ **Category of guest request**

Commonly guest request are divided into two main categories :

❖ Common request
❖ Special request

Example or types of Common request include the Following :

A. Information: is a set of all data that has meaning in the context to its receiver.

Example of information may be requested by Guest

❖ hotel facilities
❖ types of room
❖ rooms facilities
❖ room rates offered to the guest
❖ level of services
❖ benefits of using that hotel
❖ tourism sites
❖ tourism products and prices

B. Product: is anything offered to the market to satisfy needs and wants of the customer

Examples of products and services requested by guest

❖ Accommodation
❖ Transportation
❖ Attraction
❖ Food and bevarages
❖ Activities

❖ Events

C. Services is :
  + is defined as a valuable action or effort performed to fulfil needs of a demand.
  + Is any help or assistance given to some one.
Examples of services
  + Sauna and massage
  + Speakers services
  + Events and Conférence services
  + Accessiblity
  + Night-club
  + Laundry services
  + Audio Visual service

• Example or types of special request include the Following :

A.VIP treatments: **A very important person** (VIP) is a person who is accorded special privileges due to their status or importance.
 Examples include
  + Celebrities
  + Heads of state or heads of government
  + Other politicians
  + Major employers
  + High rollers
  + High-level corporate officers
  + Wealthy individuals
B. Disability treatment: is an impairment that may be cognitive, developmental, intellectual, mental, physical, sensory, or some combination of these.

Facilities provided by the hotel for disabled people

  + Wheelchair access available from the street and car park
  + Disabled parking bays
  + Wheel chair access by disabled lift to the restaurant from the foyer
  + Bathroom facilities accessible from the hotel foyer and in the restaurant
  + Luggage assistance provided by staff
  + Selected hotel rooms have disabled bathroom facilities
  A. Baby seating services: Example sized bathrobe and slippers waiting for them so they feel extra special. A DVD player, popcorn and a selection of movies can also be arranged on request.
    N.B Baby-sitting service (extra charge will apply and a minimum of 48 hour notice is required)
  B. Handicap services: is service provided to a person with completely physical and mental disability
Needs of handicapped guests are the following in the rooms
  + Roll in shower

- Wheeled shower chair and/or wall mounted shower seat
- Grab bars in bathroom
- Raised toilet
- Lower hanging space in closet

Needs of handicapped guests are the following in the outside the rooms :
- Step free access (level or ramped) and/or lift access to main entrance.
- automated door opening.
- ground level/lobby level accessible washroom.
- Elevator to above ground accessible accommodation.
- Level or ramped access to public areas.

C. Special dietary: meal plans that control the intake of certain foods or nutrients

Example of Special dietary : are Diabetic Diets , Vegetarian , High-Calorie Diets, low-Calorie Diets

F. Birthday treatments: Celebrate or surprise the birthday gal or guy with our Birthday Package:

For Adults include
- Congratulation Card
- Wine and fruit basket room service

For Children include
- Congratulation Card
- Fruit basket room service

Theoretical learning Activity

- ✓ Trainer will ask trainees to brainstorm in their groups about:
  - Categories of guest requests and its tangible examples for each

Practical learning Activity

- ✓ Trainer will ask trainees in pair to present their group work in front of others

Points to Remember (Take home message)

- Guests' requests are divided into two categories include:
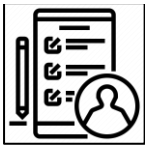 - ❖ **Common requests** like:
    - **A.** Information
    - **B.** Product
    - **C.** Services
  - ❖ **Special requests** such as:
    - **A.** VIP treatments
    - **B.** Disability treatment
    - **C.** Baby seating services
    - **D.** Handicap services
    - **E.** Special dietary
    - **F.** Birthday treatments

Guest needs include:
  - ❖ Reliability
  - ❖ Fair price
  - ❖ Compatible products
  - ❖ Products information
  - ❖ Transparency

Learning outcome 1 formative assessment

Written assessment

- Assessment tools
  - ✓ Open ended questions

Q1) List out 3 examples of special request of guest

- ❖ **Answer**:
    - **G.** VIP treatments
    - **H.** Disability treatment
    - **I.** Baby seating services
    - **J.** Handicap services
    - **K.** Special dietary
    - **L.** Birthday treatments

Q2) what are the examples of guest needs

Answer: Guest needs include:

  - ❖ Reliability
  - ❖ Fair price
  - ❖ Compatible products
  - ❖ Products information
  - ❖ Transparency

Indicative content: 2.2. Provide guest service according to guest expectations

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

Definition of Guest expectations: refers to the perceived value or benefits that the customers seek when purchasing a good or availing a service.

Guest expectations include the following :

❖ **Constant contact**: is an online marketing company offering email marketing, social media marketing, online survey, event marketing, digital storefronts, and local deals tools, primarily to small businesses, non-profits organizations, and membership associations.
❖ **Sensory perception**: is the process of performing the neurophysiologic process through the senses of organs including hearing, vision, taste, smell and so on.
❖ **Quality services**: is a state of Producing services of high value
❖ **Personal space**: the variable and subjective distance at which one person feels comfortable talking to another.
❖ **Security and safety**: is the condition of being protected from harm or other non-desirable outcomes
❖ **Privacy**: is the ability of an individual or group to make information confidential.

Factors influencing Guest expectations

1. **Customers' needs and preferences**: As a general rule, customers expect brands to be able to help them at all times. In return for their continuous support, they want fast issue resolution and hassle-free transactions.
2. **Culture or location**: Buyers' expectations vary greatly across cultures and locations. In some countries, customers don't want overly friendly or cheery customer service reps. Some customers, however, don't want to talk to agents that sound too businesslike or stiff.
3. **Prior knowledge** : they desire Product and services according to the past experience he/she has on the Product
4. **Other customers' feedback** : These days, your customers can spread word about your brand instantly via the web. They can post their feedback

on review websites and on social media, which can greatly influence your brand's image and reputation.

5. **Age** : according to demographic factors some customers have desire on the products according to their age group.
6. **Gender**: females have their own desire differently from male
7. **Special needs**: customers buy the products according to their special needs like disability treatments, elderly, dietary requirement
8. **Social and cultural characteristics**: this refers to peer group of the guest and their friends this influence the guest' desires on a given products.

Theoretical learning Activity

✓ Trainer will ask trainees to brainstorm in their groups about:
 ♦ Categories of guest expectation and factors influencing guest expectation

Practical learning Activity

✓ Trainer will ask trainees in pair to play a role play as a guest who want to consume cabana room in Five volcanoes hotel as an expectation for him/ her, as receptionist try to meet with his/her expectation.

Points to Remember (Take home message)

Guest expectations include:
 ❖ Constant contact
 ❖ Sensory perception
 ❖ Quality services
 ❖ Personal space
 ❖ Security and safety
 ❖ Privacy

Factors influencing Guest expectations
 ❖ Customers' needs and preferences
 ❖ Culture or location
 ❖ Prior knowledge
 ❖ Other customers' feedback
 ❖ Age
 ❖ Gender
 ❖ Special need
 ❖ Social and cultural characteristics

Learning outcome 2 formative assessment

Written assessment

- Assessment tools
  - ✓ Open ended questions

Q1. List out 4 expectations of a guest

- ❖ Constant contact
- ❖ Sensory perception
- ❖ Quality services
- ❖ Personal space
- ❖ Security and safety
- ❖ Privacy

Q2. What are 5 Factors influencing Guest expectations

- ❖ Customers' needs and preferences
- ❖ Culture or location
- ❖ Prior knowledge
- ❖ Other customers' feedback

Indicative content: 2. 3: Ensure guest satisfaction in accordance with the   quality of services provided

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

- Factors of quality service
  - ❖ **Responsiveness:** always quality service serve as a solution to an end user of the products, that is why customers buy the features and benefits of the products .

❖ **Assurance:** involves guarantee to customers that they will have or receive the best, expected & desirable experience in purchasing & dealing with the company.

❖ **Reliability:** customers can easily trust or put their trust in the service provider or company to provide them with desirable services

❖ **Empathy:** put yourself in the shoes of the Customer by understanding their feelings as a service provider.

- How to Use empathy to win your customers?

❖ **Listen carefully:** Be a good a listener and try to repeat what the customer says to assure them that you are listening.

❖ **Smile** Sounds cheesy but smile when talking to customers. They will feel it in your voice.

❖ **Make it your problem:** Take ownership of the enquiry, especially if it is a complaint.

❖ **Allow them to 'get it all out':** When the customer is angry, allow them to vent without interruption. Use this time to figure out what you can do to fix their issue.

❖ **Be respectful**: Make sure you talk to the customer with respect and in common language.

❖ **Understand their priorities**: Make them your priorities and address them in the right order (mirroring them). This will reassure the customer that you know what they want and are taking care of them.

❖ **Show that you care** : You can build rapport by showing a personal interest in the customer.

❖ **Begin with a positive statement:** If the customer has spent some time explaining a frustrating problem, then beginning your response with a short, direct statement of intent can gain his confidence

❖ **Avoid assumptions:** Don't make assumptions about what the customer is telling you .

Theoretical learning Activity

✓ Trainer will ask trainees to brainstorm in their groups about:
  ⬥ Quality service in tourism industry and its importance

Practical learning Activity

✓ Trainer will ask trainees in pair to play roleplay of how to provide quality service to a guest who come to the hotel.
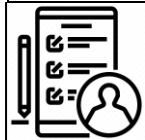
Points to Remember (Take home message)

Factors of quality service
- ❖ Responsiveness
- ❖ Assurance
- ❖ Reliability
- ❖ Empathy

How to Use empathy to win your customers
- ❖ Listen carefully
- ❖ Smile
- ❖ Make it your problem
- ❖ Allow them to 'get it all out'
- ❖ Be respectful
- ❖ Understand their priorities
- ❖ Show that you care
- ❖ Begin with a positive statement
- ❖ Avoid assumptions

Learning outcome 3 formative assessment

Written assessment

- Assessment tools
  - ✓ True or false questions

Answer by true or false

Q1. Factors of quality service include Responsiveness and Assurance

Answer is **true**

Q2. Guest expectations include:

- A. Culture or location
- B. Constant contact
- C. Prior knowledge
- D. Sensory perception
- E. Other customers' feedback
- F. Age

Answer

- **A. True**
- **B. False**
- **C. True**
- **D. False**
- **E. True**
- **F. False**

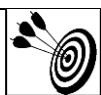Learning Unit 3: prepare and provide a report

STRUCTURE OF LEARNING UNIT

Learning outcomes:
1. Identify reports depending on their types
2. Gather information to be reported according to the types of report
3. Prepare and deliver reports to the concerned departments according to their expectations Debrief guests following tour debriefing principles

Learning outcome 3.1: Identify reports depending on their types

| |
|---|
| Duration: 20 hrs |
| Learning outcome 3 objectives :

 By the end of the learning outcome, the trainees will be able to:

 3.1: Identify reports depending on their types

 3.2: Gather information to be reported according to the types of report

 3.3: Prepare and deliver reports to the concerned departments |
| Resources |

Equipment	Tools	Materials

- Black board - White board - Desk	- Projector - Computer - Mouse	- Newspapers - Brochures - Pictures - Internet - Marker, chalk - Flipchart

Advance preparation:

. Proper gathering of information to be reported according to the types of reports

. Proper identification types of report to be reported
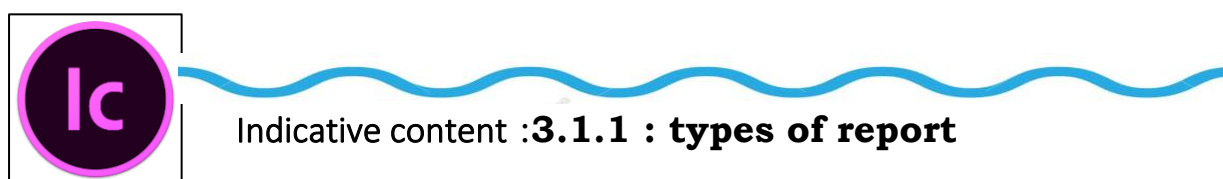
Indicative content :**3.1.1 : types of report**

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

- **Definition of report**
  Is a document that presents relevant business information in an organized and understandable format

- **Types of reports**
  - ❖ **Formal report:** is a carefully structured; they stress objectivity and organization, contain much detail, and are written in a style that tends to eliminate such elements as personal pronouns.
  - ❖ **Informal report:** usually short messages with natural, casual use of language.
  - ❖ **Short report:** is a one-page memorandum is obviously short.
  - ❖ **Long report:** this contain more pages of message to be submitted to the supervisor.

> ❖ **Internal report**: Internal reports travel within the organization.
> ❖ **External report**: Such as annual reports of companies, are prepared for distribution outside the organization.
>
> ❖ **Analytical report:** is a scientific research, feasibility reports, and real-estate appraisals present attempts to solve problems.
> ❖ **Periodic report**: are produced and issued on regularly scheduled dates

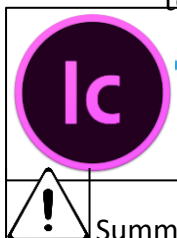Theoretical learning Activity

✓ Trainer will ask trainees to brainstorm in their groups about:
- Different types of report produced by different department in the hotel

Practical learning Activity

✓ Trainer will ask trainees in pair to produce a report and submit it to their trainer

 Indicative content :**3.1.2 CATEGORIES OF REPORT**

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

> • Categories of reports
>   A. **Financial report:** Indicates financial results of an organization that are released to the public.
>
> **Financial reporting typically encompasses the following:**
> • Financial statements, which include the income statement, balance sheet, and statement of cash flows
> • Accompanying footnote disclosures, which include more detail on certain topics, as prescribed by the relevant accounting framework
> • Any financial information that the company chooses to post about itself on its website
> • Annual reports issued to shareholders

B. Contingency report: is a report of action designed to help an organization respond effectively to a significant future event or situation that may or may not happen.

C. Departmental report: describes the achievements of goals and objectives for the reporting period within department.

D. Miscellaneous report: contains information such as population details, behaviour, attitude and culture of the area people, existing business environment and expectations of customers

E. Guest information report: This report shows guest profile such as name, room number etc...

Points to Remember (Take home message)

- Types of reports
  - ❖ Formal
  - ❖ Informal
  - ❖ Short
  - ❖ Long
  - ❖ Internal
  - ❖ External
  - ❖ Analytical
  - ❖ Periodic
- Categories of reports
  - ❖ Financial report
  - ❖ Contingency report
  - ❖ Departmental report
  - ❖ Miscellaneous report
  - ❖ Guest information report

Learning outcome 3.1: FORMARIVE ASSESSMENT:

✓ **Assessment tools:**
  ✓ **Open ended question**

Q1. What is report

Answer: Is a document that presents relevant business information in an organized and understandable format

Q2. Explain three types of report

Answer

❖ Formal report: is a carefully structured; they stress objectivity and organization, contain much detail, and are written in a style that tends to eliminate such elements as personal pronouns.

- ❖ **Informal report:** usually short messages with natural, casual use of language.
- ❖ **Short report:** is a one-page memorandum is obviously short.
- ❖ **Long report:** this contain more pages of message to be submitted t the supervisor.

Theoretical learning Activity

- ✓ Trainer will ask trainees to brainstorm in their groups about:
  - 🞢 Discuss about categories of report

Practical learning Activity

- ✓ Trainer will ask trainees in pair to present categories of report in front of other

Points to Remember (Take home message)

• Categories of reports
  ❖ Financial report
  ❖ Contingency report
  ❖ Departmental report
  ❖ Miscellaneous report
  ❖ Guest information report

Learning outcome 3.1.2: FORMARIVE ASSESSMENT:

- ✓ **Assessment tools:**
  - ✓ **Open ended question**

Q1. Identify four categories of report

Answer

- o Financial report:
- o Contingency report
- o Departmental repor
- o Miscellaneous report:

Indicative content: 3.2.1: source of information

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

- Sources of information
    - ❖ From guests : is a set of information provided by guest about service provided by hotel
    - ❖ From staff: information provided by company's personnel like employees and manager

Indicative content: 3.2.2: Ways of gathering information

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

Ways of gathering information
- ❖ **Face to face:** Getting information physically without any intermediary
- ❖ **Corporate Emails:** Getting electronic massage through email.
- ❖ **Telephone correspondence:** Getting call and SMS through telephone
- ❖ **Memos:** Short message written and distributed within company.

Theoretical learning Activity

- ✓ Trainer will ask trainees to brainstorm in their groups about:
    - ♣ About memos

Practical learning Activity

- ✓ Trainer will ask trainees in pair to produce a memo of front office meeting as   department in the hotel about service delivered to their guest.

Points to Remember (Take home message)

- Sources of information
  - ❖ From guests
  - ❖ From staff
- Ways of gathering information
  - ❖ Face to face
  - ❖ Corporate Emails
  - ❖ Telephone correspondence
  - ❖ Memos

Learning outcome 3.2: FORMARIVE ASSESSMENT:

- ✓ **Assessment tools:**
  - ✓ **Open ended question**

Q1) What are the 4 ways of gathering information

Answer:

- ❖ Corporate Emails
- ❖ Telephone correspondence
- ❖ Memos
- ❖ Face to face

Q2**) Explain 2 main source of gathering information**

Answer: Sources of information
- ❖ From guests: is a set of information provided by guest about service provided by hotel
- ❖ From staff: information provided by company's personnel like employees and manager

 Indicative content: 3.3.1: Different formats of report

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

33

- Different formats of report
  - ❖ Manual report: Produced and delivered by physically or hand
  - ❖ Electronic report: produced and delivered by using electronic means such as computer

Theoretical learning Activity

- ✓ Trainer will ask trainees to brainstorm in their groups about:
  - ✦ About different ways of distributing report within department

Practical learning Activity

- ✓ Trainer will ask trainees in pair to create email and compose email to send to the manager of SERENA hotel.

 Indicative content: 3.3.2: Characteristics of good report

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

- **Characteristics of good report**

  - ❖ Flexibility: should be simple and easy to use
  - ❖ Predefined goals : should indicates goals and objectives to achieve
  - ❖ Summary of work: it should contain summary of what have been done
  - ❖ Description of questionnaires: should contain a list of questions used to gather data from respondents
  - ❖ **Relevant information**: accurate data is only included in the report
  - ❖ **Consistency**: A report should be prepared for many years from the same type of information and statistical.
  - ❖ **Precise and Accurate**: A report should be precise, accurate and specific.

❖ **Suitable title** : A suitable title to be provided to each report according to the nature of contents

- **Report structure**

❖ **Title :** Report should have the heading

❖ **Introduction** : The introduction should:
   - ✓ Briefly describe the context and background to the research
   - ✓ Describe the change, problem or issue to be reported on
   - ✓ Define the specific objectives and purpose of report
   - ✓ Indicate the overall answer to the problem explored in the report
   - ✓ Outline the report's scope (the extent of the investigation, also known as its terms of reference or brief
   - ✓ Preview the report structure
   - ✓ Comment on the limitations of the report and any assumptions that are made.

❖ Results: is the achievement
   The points to remember when you are writing the Results include the following:
   - ✓ Present the analysis in a logical and systematic way
   - ✓ If necessary, divide the material with appropriate heading to improve the readers' understanding
   - ✓ Back up your claims with evidence explain your findings
   - ✓ Link theory to practical issues
   - ✓ Persuade readers of the validity of your stance

❖ Conclusion: is the summary of the work
   The conclusion should:
   - ✓ Be arranged so that the major conclusions come first
   - ✓ Identify the major issues relating to the case and give your interpretation of them ϖ Relate specifically to the objectives of the report as set out in the introduction
   - ✓ Be a list of numbered points
   - ✓ Follow logically from the facts in the discussion
   - ✓ Be clean – cut and specific
   - ✓ Be brief

- Recommendations: is an advice that writer presents to different parties
   recommendations points should be:
   - ✓ Action- oriented
   - ✓ Feasible
   - ✓ Logical related to the discussion and conclusion
   - ✓ Numbered
   - ✓ Arranged in order of importance
   - ✓ Brief

- Report delivery mode by:
   ❖ Emails: Messages distributed by electronic means from one computer user to one or more recipients via a network.
   ❖ Public folders: a public folder is a folder created to share information with others.

- ❖ **File system:** A file system is a process that manages how and where data on storage disk, typically a hard disk drive (HDD), is stored, accessed and managed.
- ❖ **Mobile devices:** a portable computing device such as a Smartphone or tablet computer.
- ❖ **Printing:** the production of books, newspapers, or other printed material

Indicative content: 3.3.3: **Report structure**

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

- • **Report structure**

- ❖ **Title :** Report should have the heading
- ❖ **Introduction** : The introduction should:
  - ✓ Briefly describe the context and background to the research
  - ✓ Describe the change, problem or issue to be reported on
  - ✓ Define the specific objectives and purpose of report
  - ✓ Indicate the overall answer to the problem explored in the report
  - ✓ Outline the report's scope (the extent of the investigation, also known as its terms of reference or brief
  - ✓ Preview the report structure
  - ✓ Comment on the limitations of the report and any assumptions that are made.
- ❖ Results: is the achievement
    The points to remember when you are writing the Results include the following:
  - ✓ Present the analysis in a logical and systematic way
  - ✓ If necessary, divide the material with appropriate heading to improve the readers' understanding
  - ✓ Back up your claims with evidence explain your findings
  - ✓ Link theory to practical issues
  - ✓ Persuade readers of the validity of your stance

- ❖ Conclusion: is the summary of the work
    The conclusion should:
  - ✓ Be arranged so that the major conclusions come first
  - ✓ Identify the major issues relating to the case and give your interpretation of them ϖ Relate specifically to the objectives of the report as set out in the introduction
  - ✓ Be a list of numbered points

      ✓ Follow logically from the facts in the discussion
      ✓ Be clean – cut and specific
      ✓ Be brief
- **Recommendations:** is an advice that writer presents to different parties recommendations points should be:
  - ✓ Action- oriented
  - ✓ Feasible
  - ✓ Logical related to the discussion and conclusion
  - ✓ Numbered
  - ✓ Arranged in order of importance
  - ✓ Brief

- **Report delivery mode by:**
  - ❖ **Emails:** Messages distributed by electronic means from one computer user to one or more recipients via a network.
  - ❖ **Public folders:** a public folder is a folder created to share information with others.
  - ❖ **File system:** A file system is a process that manages how and where data on storage disk, typically a hard disk drive (HDD), is stored, accessed and managed.
  - ❖ **Mobile devices:** a portable computing device such as a Smartphone or tablet computer.
  - ❖ **Printing:** the production of books, newspapers, or other printed material

Indicative content: 3.3.4: Report delivery mode

Summary for the trainer related to the indicative content (key notes using bullets such as ticks etc)

Points to Remember (Take home message)

Different formats of report
- ❖ Manual
- ❖ Electronic

Characteristics of good report
- ❖ Flexibility
- ❖ Predefined goals
- ❖ Summary of work
- ❖ Description of questionnaires

- Report structure
    - ❖ Title
    - ❖ introduction
    - ❖ Results
    - ❖ recommendation s
    - ❖ Conclusion
- Report delivery mode by:
    - ❖ Emails
    - ❖ Public folders
    - ❖ File system
    - ❖ Mobile devices
    - ❖ Printing

Learning outcome 3.3 formative assessment

Written assessment

- **Assessment tools**
  - ✓ **Case studies**

Assume that you are hired by five volcanoes hotel located in MUSANZE district for the position of front manager, you have received different types of guest such as diplomatic and tourists. As front office manager you are required to:

Task 1:

    A. To prepare a monthly report of guest who stayed in your hotel one format of report

Task 2:

    B. To deliver a monthly report to your supervisor by using one mode of delivering report.

Observation checklist

Checklist	Score	
	Yes	No
Indicator: Different formats of report are well discussed		
✓ Manual		
✓ Electronic		
Indicator: Report preparation is well taught		
✓ Characteristics of good report		
✓ Report structure		
Indicator: Report delivery mode is well described		
✓ By emails		
✓ By public folders		
✓ By file system		
✓ By mobile devices		
✓ By printing		

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