

Hospitality Resource Guide

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Tourism Is Economic Development



What is Hospitality?

- Hospitality is an attitude.
- The importance of small details of social interaction between staff and clients, such as maintaining eye contact, friendly greetings, physical appearance and body language. These are important tools in hospitality and can make the difference between a guest recommending your establishment to a friend or feeling that your business was cold and uninviting.
- Welcome your visitors as guests and show them a good time but also, giving them something extra so they will visit again.
- What does it mean to you?
 - You're a viable part of a growing industry.
 - You help share the community by informing visitors of history and recreational destinations.
 - TAX dollars from visitors go back to the community to fund schools, improve and provide for better roads, public service and funding for law enforcement.
- Hospitality begins with a proper attitude.
 - People might not remember words but they will remember our attitude.
 - Believe in yourself and be positive.



What is a Tourist/Customer?

- The most important person in an establishment – in person, on the telephone or by mail.
- They are not dependent on us, but we are dependent on him/her.
- Not an interruption of our work, but the purpose of it.
- Not an outsider to our business, but a part of it.
- Not someone to argue with.
- A person who brings us his/her wants.

In the tourism/hospitality industry, it's our job to handle those needs profitably for the customer's benefits and our own.



First Impressions and Customer Needs

- Service starts with relationships.
 - Don't criticize, condemn or complain.
 - Give honest, sincere appreciation.
 - Be interested.
 - Smile.
 - Call customers by name.
 - Be a good listener and encourage others to talk about themselves.
 - Talk in terms of the other person's interests.
 - Make the other person feel important.
- Customers form lasting impressions within the first few seconds about you, your business and your attitude. These are the moments of truth that will determine if the customer will do business with you again in the future.
- Communication is the process of sending and receiving messages in order to:
 - Be understood.
 - Be accepted.
 - Get something done.
 - Understand others.
- Basic Customer Needs:
 - Personal attention
 - Need to feel comfortable and relaxed
 - Need to feel that they are important
 - Need to be recognized

What Can Go Wrong?

- The Power of Your Voice:
 - Sometimes the way you say something can have as much impact as the words that you use.
 - Have a pleasant tone.
 - Watch your pitch.
 - Don't speak too fast.
 - Speak loud enough to be understood.
- Non-verbal communication (body language) should also be positive.
 - Don't stand with folded arms across your chest.
 - Don't use shifty or darting eyes.
 - Don't pull away physically.
 - Don't have an aloof stance.
- Personal Appearance:
 - Says a lot about a person
 - Wear clean, pressed clothing
 - Proper fit is important
 - Your overall image – from clothes to hair to clean fingernails – can reinforce your credibility to your guest.



- Some Ways to Relate to Customers/Guests:
 - Listen to what customers say
 - Always have eye contact with customers
 - Treat all customers as VIPs
 - Make an extra effort to meet their needs
 - Be friendly and smile (you can “hear” a smile on the phone)
 - Be courteous and polite
 - Have a positive attitude
 - Look at service from the perspective of the guest

- OVERVIEW: Tips for Making a Great First Impression
 - Be sure your appearance is well-groomed and tidy
 - Always use a friendly greeting and positive body language
 - Do what you can to make sure your work area is clean and attractive
 - Be courteous to co-workers and customers

Hospitality Tips

- Make your guests feel welcome and greet them pleasantly
- Be courteous and cooperative at all times
- Know the telephone number of the Chamber of Commerce and the most direct route there. Refer questions you can't answer there.
- Know where "services" can be located
- Know as much as you can about the community, area, state and county
- Answer courteously, no matter how busy you are
- Know the street and road maps of the town and area well
- Be attentive, alert and cordial, but don't be too forward
- Talk up local events
- Make the tourist feel at home and smile when you greet them.
- Don't look too busy to be bothered

Handling the *Difficult* Customer

- Do:
 - Listen carefully
 - Repeat the complaint
 - Apologize
 - Acknowledge the customer's feelings
 - Explain the action you will take to fix the problem
 - Thank the customer
- Don't:
 - Never argue
 - Never criticize
 - Never ignore
 - Never challenge
- Remember: The customer isn't always right, but are always are customer.

Tips for Retail Sales Personnel

DO:

- Immediately welcome the customer – preferably not from behind the counter
- Offer help, but allow them to browse
- Know your stock. Suggest: What is on sale, a local product, what might pack well if they're traveling
- Let them know if you can ship purchases
- If they choose a locally produced item, provide them with information about it or the crafts person
- Can you help them carry their purchases out?
- Know what other stores carry – they might refer a customer to you one day
- Acknowledge a customer standing in the check-out line
- Always say “thank you” and “please come back”

DON'T:

- Don't hover over the customer
- Don't be too PUSHY
- Don't IGNORE them



Tips for Service Station/Convenience Store Personnel

(One of the most WIDELY visited establishments by tourists!)

- WELCOME customers as they walk in your store: “How can I help you?”
- Have a supply of local maps
- Know locations of: nearest grocery store, drug store, bank (ATM), restaurants and accommodations
- Warn the visitor of road conditions, construction, distances
- When giving directions, give distance in time, as well as miles
- Keep current visitor information
- Have on hand at the check-out counter: Maps; List of Safety Contacts; Emergency Contacts; List of places to eat, stay overnight; and tourist destinations
- Know the Information Centers/Welcome Centers in the area

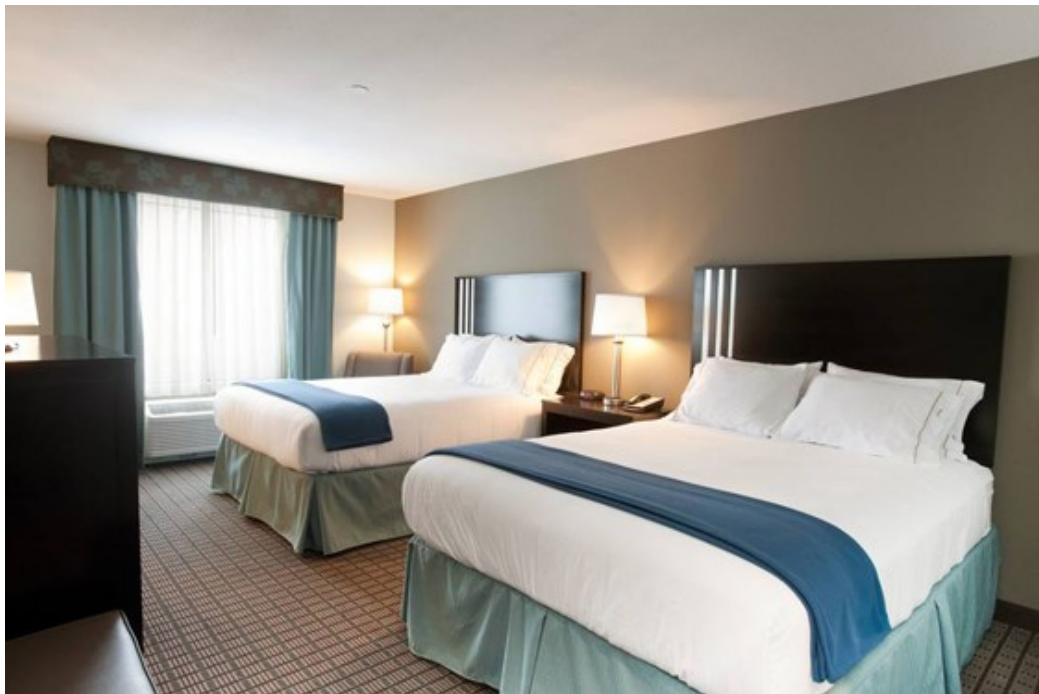
ALWAYS tell them: “Thank you for visiting, please come back!”



Tips for Lodging Personnel

Front Office:

- Immediately acknowledge the guest's arrival – even if they are in a line
- Complete the registration efficiently, calling the guest by name – ask if there are any special requests, are they expecting mail or messages
- In addition, you might inquire about their knowledge of the area and offer assistance; Ask if they know what is available in the area
- Don't turn away a guest if you're full without offering assistance
- Be prepared for international visitors
- Have on hand at the check-out counter: Maps; List of Safety Contacts; Emergency Contacts; List of places to eat, stay overnight; and tourist destinations
- Know the Information Centers/Welcome Centers in the area
- ALWAYS tell them: "Thank you for visiting, please come back!"



Tips for Restaurant Personnel

- Immediately acknowledge the customer's arrival.
- Provide menus and bring beverages as soon as possible.
- Ask where diners are from and provide recommendations on attractions and surroundings
- Know your menu and be able to answer questions: vegetarian dishes, are substitutions possible, how long does it take to get a particular dish, assist visitors who may have trouble reading the print.
- Unless explicitly stated in the menu, never respond, "We can't do that" with respect to a customer modifying a meal, ask the chef whether they can accommodate special orders before denying the customer.
- If there are children, ask the adult if crackers would be helpful. Offer a glass that is half full. Perhaps provide coloring mats or other games.
- Serve food promptly.
- Inquire if everything is as they wish – be prepared if it isn't.
- Don't disappear.
- Be prompt with the check. If the customer pays with a credit card, respond with their name.
- Be prepared for emergencies.
- Know where a visitor can get information on the area if it is not available in your facility.
- Say "thank you" and "enjoy your visit, come back soon!"

Tips for Getting Along with People

- Watch what you say... often it is not what you say, but how you say it!
- Always keep any promise made
- Speak kind and encouraging words
- Be interested in others
- Be cheerful
- Keep an open mind
- Be careful of others feelings
- Don't gossip
- Pay no attention to ill-natured remarks about yourself

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