

BHOS203 Communication Skills

ECTS Value: 6 ECTS

Overall Objectives and Outcomes

Communication, whether unilateral or bilateral, is key in the successful running of every industry. This important soft skill is particularly important for the Hospitality industry. This module is intended to provide the students with the necessary knowledge and understanding on the different components of communication within the hospitality industry, and how best practices can be employed in this regard so as to develop an effective product which leads to client satisfaction. Among the topics which will be discussed, the learner will expect discussions on how to use communication skills to represent the employer and the organisation in the best ways possible and make a good impression on clients while fulfilling and helping with their needs and requests. Different methods of communication will be highlighted, such as tele communication and personal communication. Finally, this module will discuss ways how to teach Communications skills to students using the relevant syllabus provided by local educational authorities.

By the end of this module, the learner will be able to:

Competences

- a. critically assess the core aspects of communication, particularly when dealing with different situations in order to be effective within a Hospitality working environment settings;
- b. identify and evaluate how psychological barriers may affect daily communication, particularly within the Hospitality industry and make justified recommendations how specific strategies can improve communication;
- c. cooperate effectively with others in the context of Hospitality operations and evaluate how communication barriers can be overcome with best practices within the Hospitality industry.

Knowledge

- a. Critically determine the core aspects of verbal communication which are key for the successful operation of the Hospitality industry;

Indicative content:

- i. communications, Voice projection, Tone of voice and Clarity;
 - ii. telephone Etiquette and Customer Care;
 - iii. complaint handling;
 - iv. communicating during a professional meeting;
 - v. public Speaking and Presentations;
- b. Identify different approaches of non-verbal communication when dealing with internal and external customers within the Hospitality industry:

Indicative content:

- i. visual Communications;
 - ii. handling Written complaints;
 - iii. guest Feedback and comment cards;
- c. Outline the key components of Cross-cultural communication and identify the best way how to adopt practices which promote better communication between individuals of different cultures:

Indicative content:

- i. understand cultural diversity and customs;
- ii. consequence of preconceptions and stereotyping;
- iii. conflict Resolution.

Skills

- a. assess the methods of how a message can be properly conveyed and the corresponding affects this might have on the overall Hospitality product;
- b. evaluate the effectiveness of adequate procedures of how to negotiate prices and assess the affects this may have on the increase of sales through proper communication skills;
- c. comprehend the importance of understanding different cultures within the context of Hospitality service provision;
- d. analyse guest complaints and handle appropriately;
- e. identify VIP and 'special need' guests and ensure they receive an appropriate welcome on arrival and throughout their stay;
- f. inquire on a specific situation and take adequate actions accordingly;
- g. limit one's personal views on a specific situation and act objectively while employing best practices;
- h. distinguish between destructive and constructive behaviour on the place of work;
- i. manage conflict in a more socially acceptable manner;
- j. identify the needs of the caller/client to enable efficient call handling;
- k. assess a complaint and deal with it effectively;
- l. choose the appropriate response for different situations;
- m. identify different modes of verbal and non-verbal communication skills;
- n. select the appropriate professional terminology to communicate during formal and non-formal meetings
- o. write replies to written complaints after analysing case studies;
- p. interact with guests verbally to resolve issues and ensure guest satisfaction;
- q. interact with customers clearly using 'best voice';
- r. write precise and accurate messages using the appropriate terminologies when dealing with different parties;
- s. explain what 'scientific communication' entails.
- t. illustrate professional verbal and non-verbal communication skills such as: during telephone conversations; interviews; and meetings;
- u. interact with peers making good use of professional communication skills.
- v. conduct online research on the subject
- w. determine the right academic sources for the level under which learning is taking place.

Assessment Methods

This module will be assessed through: Presentation and Assignment

Suggested Readings

Core Reading List:

1. Corday, J. (ed.). 2018. Communication Skills. Clanrye International: New York, USA.
2. Lolli, J.C., 2013. Interpersonal communication skills and the young hospitality leader: Are they prepared? International journal of hospitality management, 32, pp.295-298.
3. Spiteri, J. (ed.), 2011. Access for All: Design Guidelines. National Commission for Persons with Disability: St Venera (Malta). Available at: <http://www.knpd.org/pubs/pdf/AADGJune2012.pdf>
4. Verma, R. et al., 2015. The Intersection of Hospitality and Healthcare: Exploring Common Areas of Service Quality, Human Resources, and Marketing. Available at: <http://scholarship.sha.cornell.edu/cgi/viewcontent.cgi?article=1000&context=chrconf>