

HRM 125 Etiquette for Hospitality

COURSE DESCRIPTION:

Prerequisites: None

Corequisites: None

This course covers social skills needed to effectively interact within organizational and customer situations. Topics include general social manners, personal appearance, table manners, restaurant and meeting etiquette, and business interaction. Upon completion, students should be able to function with confidence in various social, cultural, and professional situations.

Course Hours per Week: Class, 1. Semester Hours Credit, 1.

LEARNING OUTCOMES:

Upon completing requirements for this course, the student will be able to:

1. Discuss the role of etiquette in guest service
2. Explain the aspects of etiquette
3. Identify and explain the importance of general manners and etiquette habits necessary for success in guest service and the hospitality industry
4. Discuss procedures and techniques for dealing with guest issues
5. Identify and discuss techniques for dealing with special circumstances relating to proper etiquette and guest service

OUTLINE OF INSTRUCTION:

1. Discuss the role of etiquette in guest service
 - A. Serves as a competitive advantage
 - B. Creates quality
 - C. Prepares to work with the current "Service Society"
 - D. Generates return guests and profitability
2. Explain the aspects of etiquette
 - A. Perishable
 - B. Inconsistent
 - C. Inseparable from its provider
 - D. Intangible
3. Identify and explain the importance of general manners and etiquette habits necessary for success in guest service and the hospitality industry
 - A. Front of the house and back of the house positions require proper behaviors
 - B. Appropriate appearance and demeanor
 - C. Self-respect and respect for others
 - D. On and off the clock

- E. Social Manners
 - F. Table manners
 - G. Business and professional behavior
4. Discuss procedures and techniques for dealing with guest issues
- A. Handling complaints
 - B. Dealing with angry guests
 - C. "The guest is always right"?
 - D. "The answer is always 'Yes'"?
 - E. Remembering requests and names
 - F. Guests expectations
5. Identify and discuss techniques for dealing with special circumstances relating to proper etiquette and guest service
- A. Diversity (all) considerations
 - B. Impact of age on communication and expectations
 - C. Special needs of guest
 - D. Education and training of staff and guests
 - E. Situation
 - i. In person
 - ii. Telephone
 - iii. Electronic communication
 - iv. Written contact
 - E. Degree of autonomy given to staff / confidence level
 - F. Service product

REQUIRED TEXTBOOK AND MATERIAL:

The textbook and other instructional materials will be determined by the instructor to insure that current and relevant concepts and theories are present.