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Project "Integrated Culinary Arts and Restaurant Sector Employment Solutions for a Skilled and Inclusive Romania-Bulgaria Cross Border Region"  
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# COURSE

## Guest relations and profiles



The course was developed in the framework of Action 4 under the project "Integrated Culinary Arts and Restaurant Sector Employment Solutions for a Skilled and Inclusive Romania-Bulgaria Cross Border Region", co-funded by the European Union through the European Regional Development Fund under the Interreg VA Program Romania - Bulgaria. The project is implemented by the Dobrudja Agrarian and Business School (DABS), Dobrich, Bulgaria in partnership with the "Choose Your Occupation" Association - Center for Vocational Training, Constanta, Romania.



## 1. Aim of the training

The course "Guest relations and profiles" aims at forming knowledge, skills and attitudes for the implementation of key activities typical for the restaurant and culinary arts, for high quality service and adequate attitude when solving specific problems.

### Sub-objectives:

- Gaining knowledge about the peculiarities of the different styles of consumer behavior
- Acquiring skills to determine the client's profile and using the right approach and attitude
- Acquiring knowledge about applying standards to build a loyal customer program and service guests with special needs
- Acquiring knowledge for studying the quality of the service and offering opportunities for improvement

## 2. Target group

Young people between the ages of 16 and 28, jobseekers and those already engaged in the catering and culinary arts in the Bulgaria-Romania cross-border area.

## 3. Duration of training:

The training will be conducted within 8 hours.

## 4. Content

The topics in the "Guest relations and profiles" are structured in 2 modules - Guest Service Standards and Consumer Behavior.

The organization of the learning process involves a combination of theoretical (lecture) and practical part. Traditional and modern forms of teaching are combined - lectures, discussions, distance learning, case studies, etc. The methodology is chosen based on the experience and the competence level of the trainees. It builds qualities such as initiative and independence in decision making.

The program is designed primarily for active jobseekers and those with a high degree of personal motivation to return to the labor market. The training will be carried out after a special selection of organized events aimed at training and preparation for labor mobility in the cross-border region within the framework of Action 7 under the project "Integrated Culinary Arts and Restaurant Sector Employment Solutions for a Skilled and Inclusive Romania-Bulgaria Cross Border Region"

## 5. Expected results

The training program enables the trainees:

- to know the different approaches in customer care and to be able to apply them
- to be able to identify the client's profile and to use the right approach and attitude towards him/her
- to apply an approach to assess the effectiveness of the services offered



## 6. Curriculum

No	Module	Number of classes
1.	Guest service standards	4
2.	Consumer behavior	4

## 7. Syllabus

### Module 1 Guest service standards

Guest service standards		
No	Topics	Methods of work
1	<ul style="list-style-type: none"> <li>* Planning service standards, service quality standards, working time standards, working clothes, and more.</li> <li>* Quality of service</li> <li>* Safe environment and affordable services for disabled guests</li> <li>* Means and methods of providing clear and accurate information about the products and services offered</li> <li>* Tracking the guest's satisfaction with the services used and implementing a package of measures to improve service</li> <li>* Standards in building loyalty program and service VIP guests</li> </ul>	Lectures, discussions, exercises, case studies,

### Module 2: Consumer behavior

Consumer behavior		
No	Topics	Methods of work
	<ul style="list-style-type: none"> <li>* Key consumer's roles towards products and services - to pay, to buy and use</li> <li>* Customer profile, loyalty client profile</li> <li>* Research and analysis of consumer behavior</li> </ul>	Lectures, discussions, exercises, case studies, group work



	<ul style="list-style-type: none"> <li>* Importance of national differences and cultural factors for a certain consumer behavior</li> <li>* Classification of types of consumer behavior</li> </ul>	
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## TRAINING MATERIALS

### TASKS AND CASE STUDIES FOR MODULE 1

**Task 1.1:** What is the profession you are working now or you want to work? What knowledge, skills and personal qualities do you have that make you fit for this profession and will help you at work? What else do you need to learn and which are the areas you need further training in?

#### **Task 1.2: CASE STUDIES**

Discuss the following case studies. What do you think is the right reaction:

##### **Case 1**

A customer stops a maid in the corridor and asks: "Does the restaurant offer a vegetarian menu?" Which one of the answers she gives is correct /if she knows the answer and if she does not?/

- I'm just a maid I do not know anything about a restaurant

"There might be, but the administrator/receptionist will know for sure. Go on the ground floor, to the bottom of the hallway and turn left ...

"Yes, madam," it offers. We have a rich vegetarian menu

"It might offer, but I think the Chef will not mind preparing you what you prefer

##### **Case 2**

A client stops an employee in a recreation center and asks: "I was swimming with my kids and I'd love to have a drink. Can I take them with me at the bar? " Which of the answers below would be correct:

- I do not know, I'm sorry

-No, I'm afraid kids are not allowed in the bar. You can leave them in the nursery, there are many interesting toys there

-"I do not see why not ... I'm sure everything will be fine if you sit by the door.

-I think you can not, but if you wait here for a minute I'll talk about it with the manager



**Task 1.3: CASE STUDIES:** Make a "client's profile" by filling the data from the case studies in the following table:

**Case № 1**

Ivan Yordanov is 35 years old and he is a construction engineer. His average annual income is BGN 20,000. He is married, with two children - two and seven years old. He works freelancers and has flexible working hours. His interests are mainly related to architecture and steel-concrete structures. Moreover, in his spare time he plays volleyball and computer games with pleasure.

**Case №2**

Maria Grancharova is 55 years old, lawyer. Her average annual income is 46,000 BGN. She is divorced. She works very intensively, often on weekends and holidays. During her holiday she seeks comfort, relaxation and the opportunity to escape from stress. She also likes to buy clothes and cosmetics. She has a son at the age of 28 who lives alone.

**Case №3**

Kalin Velkov is a 19 year old student at NBU (New Bulgarian University). He is not marries, but he has a girlfriend with whom he does not live together. During his vacations he works as a bartender in the sea resorts. His annual income is 6,000 leva. His parents support him financially when needed. Kalin is an active snowboarder and loves extreme sports. He loves mountains and has many friends.

**Task 1.4: Make brainstorming on the subject: "What are the advantages and disadvantages of communicating with a customer through the phone"**

**Task 1.5:** What will you do in the following situations?

1. A visitor with a hearing problem has asked you for information about the services available in your hotel. When you talk to him, he does not understand everything you tell him.
2. A visually impaired guest must complete and sign a form. He can not distinguish the letters and the fields and ask for your help.



## TASKS AND CASE STUDYIES FOR MODULE 2: Consumer behavior

**Task 2.1:** How will you respond in the following situations?

1. The guest insults and attacks you roughly
2. After apologizing and fixing the problem, the tourist is still dissatisfied and angry.

**Task: 2.2** Make a list in two columns. In the first column, highlight the things that make a good impression to the client and improve the image of the organization that the employee works for. In the second column, note which employee behavior patterns are to the detriment of the organization they work for.

**Task for group work 2.3** Make a circle with at least six people. Let the first of you whisper to the second one a clear and distinct short message by saying it only once without repeating it and without helping with gestures to make it understandable. Then the message is transmitted to the third one, to the fourth, and so until the round is closed. When the sixth one receives the message, he/she says it out loud and it is compared with the original message.

**Task 2.4:** Discuss how you will respond in the following situations:

- ✓ A guest in the restaurant finds hairs in his food and complains at the reception
- ✓ A guest in the restaurant complains about the taste of the food he/she has ordered
- ✓ A guest in the restaurant complains that he/she can not find his/her watch because he/she has forgotten it in the toilet

**Task 2:5:** How will you respond in the following situations?

1. The guest insults and attacks you roughly
2. After apologizing and fixing the problem, the tourist is still dissatisfied and angry.

**Task 2.6:** Discuss how individual nationalities have specific needs and expectations. Share experiences that you have with tourists of a given nationality.



<b>Task 2.7:</b> Here are some situations in which certain statements and requests are expressed in a rather impolite way. Can you find a better option to respond to the guest? What basic mistakes have the employees made?	
Impolite response	Impolite response
Stay here until I find someone to deal with you!	
I did not understand what you were telling me, tell it again!	
You will have to wait, because all our colleagues are busy!	
Do not stand on my head, don't you see that I'm working with money!	
Do not yell at me, it is not my fault that the room is duplicated!	
Look, I'm just an employee here and I'm not responsible for this problem	

**Case 2.8:** Read the article below "Children, Persona Non-Grata" and discuss:  
 What are the features of children as a specific group of tourists?  
 What are the services tailored for children?  
 What innovative products do hotels offer to attract the children's segment?  
 Why is it important in your opinion the children to be in the focus of the service when they are not a solvent group neither are they the ones who make the consumer decision?  
 If you were a hotel manager, what kind of childcare products and services would you offer?

**Family holidays change over generations**

*Author: Annie Kodzhivanova  
 article by HoReMag, August 17, 2007,*

In the last decades the criteria for planning family holidays have changed radically. Of course, services specifically for children, such as a pool, are still very popular when it comes to choosing a hotel or family vacation destination, but now the



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demand is changed by the fact that the so-called X generation, albeit late have descendants. These people have different values and are more concerned about their children than any other generation. This is the opinion of François Sherry from the Tourism Intelligence Network at the University of Quebec in Montreal.

The Americans have a sophisticated system of generational designation since the 18th century. Generation X they call the ones born between 1965 and 1980. These are actively working people, most of which good career-oriented specialists. The special about them is that their eldest representatives are now at the age of 40 but a large percentage are parents of young children. In America and Canada, for example, 4 out of 10 children (40%) were born in 2002 by parents aged between 30 and 39 (for comparison - the percentage was 34 in 1991 and 24 in 1981 ). Although the term X generation is not so prevalent in Europe, the trend towards late marriages and even later decisions for children is fully valid for the Old Continent, especially for Western Europe. And that is obvious with naked eye, even based on the profile of the families, which are resting on the Bulgarian Black Sea coast. The majority of them are Germans or Britons, over 35, with one or two children between 3 and 5 years old. Typical for this generation is the balance between professional and personal responsibilities, and their happiness depends to a large extent on their successful combination. Eighty percent of them claim that while they strive to balance things, they still want to spend more time with their families. Torn between their personal needs and the desire to spend more time with their family, parents of generation X create a new type of demand for family trip. Although both leisure travel and business trips provide opportunities for personal relaxation and bonding of couples, they are also becoming an ideal opportunity to spend time with children as well.

These families are looking for interesting activities and appropriate service.

Shell Hospitality research shows that the three most important factors for taking a family vacation decision are:

Location: The destination should offer quick, easy access to a variety of family and leisure activities (theme parks, attractions, beaches etc.)

The size of the room: the room should be spacious enough to allow the family to relax and rest fully. Families increasingly prefer to have extras such as kitchenette, video games and internet access

Hotel services: naturally the pool is still the most popular attraction, but games rooms and fitness are also highly sought after. When families are more than one (for example, a few friends' or relatives' families), the teenagers want to have their own room. In this sense, demand is associated with connected-door rooms.



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### *Special programs for children*

A study by the Travel Industry Association of America (TIA) confirms that children's programs are very popular among families. Special menus (41%) and family discounts (30%) are the most sought after. The presence of toys and video or computer games (22%), observation activities such as animation (13%) and babysitters are also well accepted. But although about 60% of all surveyed families are taking advantage of this supply when they travel, for the X generation this is even more applicable - 71% of people between 35 and 44 years of age use children's programs.

### *Shorter, but more frequent holidays*

According to a survey on [www.thefamilytravelfiles.com](http://www.thefamilytravelfiles.com), families are increasingly preferring fewer but shorter breaks. In fact, 35% of the respondents went to two family breaks during the year, and 35% went to three. This frequency affects the duration of vacations - 75% of them lasts for a week or less, and 35% of all trips were for 2 to 5 days.

### *Trips for children or trips with children*

Family holidays have long been seen as a trip for children, while today the term is defined as traveling with children, says François Shevreier. The nuance is important for companies that need to be responsive to the needs of both parties - children and parents. Traditional family facilities such as theme parks, zoos, and others now have to think about how to entertain not only children but also parents; all family members. Animation, for example, is a very good solution.

The resorts in the southern destinations were among the first to offer the miniclub services, a clever offer for parents - so they have time for themselves. Club "Med" is the leader in this type of offering with a wide variety of programs - Baby Club (4 to 23 months), Petit Club (2 to 3 years), Mini Club (4 to 10 years) and Junior Club for teenagers (11 up to 17 years).

### *Responsiveness to the family or friendly attitude towards it*

For the working people of the X generation, the holiday with the children is real happiness. And it can be said that many hotels in holiday destinations offer good conditions for families. In most cases the attractions are satisfactory, the equipment also. Even in business hotels they are already thinking about children, as more and more working parents use business trips as an opportunity to share the time with them.



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"This is great, but what about the staff - rarely someone is interested in the name or age of a child, even by courtesy. At a time when more and more attention is being paid to so-called CRM (customer relationship management), the employees do not even think of saying "hi, Maria, we are glad you will stay with us this weekend" or tell me "your daughter has a wonderful smile." Children need attention and flattery. It is easy with gifts at the reception but it is more difficult to establish an emotional relationship with children and their parents, "says Silvana Clarke, expert in the field of hotel business.

In conclusion, we can say that in the generation of the parents of the generation X family holidays are no longer just a preference for the children. Parents also want to have fun, but they also require a lot of attention to their treasures both in terms of entertainment and attractions, as well as the attitude of staff towards them.

#### *Unique suggestions win in the battle for children*

There are many interesting and useful examples of how to attract the family target group. Children's over-satisfaction and their boredom make hoteliers more and more innovative. In this race the different, the new, the unique one wins.

Ramada Resort Karon Beach, one of the newest hotels in Phuket, is about to change the concept of family vacations in Thailand with a huge variety of services and activities for families with children and teenagers. The cherry, however, is the fourteen thematic rooms: Outer Space, made as a space ship, submarine-like rooms, medieval castle rooms, and adventure rooms.

Loews Hotels intends to offer this summer a revolutionary product - a mini-gym - a fitness center for children. It will be available in the 18 hotels and complexes of the chain and will include Fisher-Price Smart Cycles - an innovative product which technology allows kids to combine physical activity with electronic games or learning activities thanks to the integrated on-board display with special software. Loews Hotels are popular with their Loews Loves Kids program, which is perhaps one of the world's richest programs for children in the hospitality sector, and includes everything - gift bags on arrival, special "pantry" that are rented and which contain everything you need for children on vacation - from toys and books to night pots and baby baths. The Loews Hotel's kitchen is specially designed for families. Restaurants and room service offer different menus for children, always with healthy products. New this summer is the selection of toys to be rented, specifically for restaurants, so parents have more free time while eating, and can enjoy the culinary offerings. Recently, the Fairmont Le Château Montebello Hotel in Quebec, Canada, set the tone for eco-programs for children. They offered a bioprogram for children in collaboration with local museums and biosphere reserves - a way to teach children interesting things about nature while on holiday with family - to recognize different plants, study bugs, observe animals, for example bears... They also offer canoe and



kayaking tours, drawing of specific natural objects, animals or plants, drawing lists of plants from the area or making herbariums. Finally, children receive certificates of completion as well as gifts as a reward for their work.

**ADVICES,**  
**through which non-verbal communication can be**  
**improved:**

1. *Do not cross your arms and legs:* this position makes you look afraid. It is like a protective position as if you are scared of something. Keep legs and arms wide.
2. *Keep eye contact, but do not stare.* From time to time, look at the people you are talking to, to make sure they listen to you and to create better contact. However, if you watch them too often, it can scare them. If you do not look at them at all, it makes you look insecure. You may not be accustomed to having a visual contact, and in the beginning it will look tricky and even disturbing for you, but continue with the exercises and later you will get used to doing it.
3. *Relax your shoulders.* When you feel tense, the tension is reflected in your shoulders. They move up and a little ahead. Try to relax. This is done by shaking the shoulders and pull them back slightly.
4. *Nod when others speak.* Nodding is a signal that you are listening.
5. *Bend forward, but not too much.* If you want to show someone that you are listening carefully, it is best to bend a bit towards him/her.
6. *Smile and laugh.* Do not take yourself too seriously. Relax and smile when someone says something funny. People listen more when they feel like you are a positive person. However, do not laugh at the joke you said yourself.
7. *Do not touch your face.* It makes you look nervous and you can distract the people you talk to.
8. *Keep your head up:* Do not look at the ground. This makes you look insecure and lost. Keep your head straight and your eyes on the horizon.
9. *Slow pace:* this applies to many things. Walking slower makes you more confident and relaxed, also makes you feel less stressed. If someone turns to you, do not immediately turn your face to him, slow down this movement.
10. *Do not make any extra moves:* Try to avoid any nervous tics likes shaking your legs or drumming with your fingers on the table.



11. *Use your hands more confidently.* Instead of wondering what to do with your hands or touching your face, use them to communicate what you are trying to say. Use your hands to describe something or give meaning to what you are trying to say. Do not let your hands just relaxed down. Use them in a controlled manner.
12. *Do not stay too close:* Everyone gets nervous if someone stands and talks too close to him - Let people have their own private space.
13. *Mirror:* Often, when you get along well with someone and have a good relationship with him, you begin to copy each other's body language. This can act on the reverse. To improve your relationship with someone, start copying his or her body language. If he leans forward, bend yourself. If he holds his hands on the hips, do the same, but of course do it with a measure.
14. *Have a good attitude:* last but not least, always have a positive, open and free attitude. The language of our body is actually a reflection of how we feel.

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## How to Effectively Communicate:

1. **First of all, be careful listeners.** When the guest turns to you, make an effort to focus on what he/she tells you no matter what you are doing right now. Make sure you always have eye contact with him/her. Nod as a sign that you are listening to him/her and understand what he/she is telling you.
2. **Ask for clarification.** Do not overlook messages that are not entirely clear to you as insignificant and not important. Stop the speaker and ask him/her to repeat or clarify until you are sure that you have understood him/her correctly. Also, encourage tourists to ask questions.
3. **Be clear and accurate.** Avoid confusing or complex phrases and sentences. Also, do not use jargon, local dialect or complex terminology. Focus on the message, watch out for articulation in terms of clarification of word pronunciation.
4. **Be confident.** Often, the messages we send in a non-verbal way contradict what we say. For example, we try to speak with authority, and the language of our body shows anxiety and fear. Try not to sabotage yourself and watch out how you look when you talk. It is important to feel confident and sure in what you do in order to be able to put trust and continuity in the tourists you are talking with. For example, if you are a tourist guide, get to know a great deal of information about the places you will visit and make sure you know them well.



## How to deal with complaints?

*Complaining customers are a valuable resource for improving the quality of your service and they provide good feedback on where there are omissions or irregularities. The truth is that most customers who are not satisfied with the service received do not complain directly to employees. For a number of reasons, they go home with their bitterness and never come back to you. In fact, tourists are much more likely to complain to acquaintances and friends than to you and thus harm the image of your organization. That's why you treat complaining tourists as people who do you a favor and work for you. Customers most often complain because they had certain expectations and requirements that you have not been able to answer. Your reaction in such cases should be as follows:*

1. Listen carefully. Be polite and pay attention to what the customer says
2. Take notes to be able to keep in detail the essence of the complaint
3. Repeat the information. Rephrase what the customer says to make sure you have the correct information
4. Thank the customer for addressing this issue
5. Show sympathy. Show that you understand the client's inconvenience and know how he/she feels. Excuse for bothering him/her.
6. Act immediately. Suggest possible solution or compensation of the problem
7. Observe commitments and promises.

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## Staff attitude towards different types of guests



Type of guests	Staff attitude
<p><b><i>Self-confident guests</i></b>            high self-esteem, decisive gait, ask many questions, give advice, make remarks,</p>	<p>Be careful, restrained, serve quickly and efficiently</p>
<p><b><i>Nervous, excited guests</i></b>            tense and restless movements, sharp and quick questions and answers, unnecessary gestures, impatient, unrepentant, challenging, conflict-prone</p>	<p>Be careful, restrained, serve fast and qualitatively, communicate calmly, avoid provocation, avoid conflict situations</p>
<p><b><i>Polite and talkative guests (intruders)</i></b>            too communicative, speak loudly, prevent others and staff from doing their job</p>	<p>Be careful, tactful and diplomatically divert the unnecessary conversations</p>
<p><b><i>Indecisive and timid</i></b>            contact timidly, disturbed easily, have difficulties to choose if there are options to choose from</p>	<p>Be careful, polite, be ready to help with advice in difficulty of choosing</p>
<p><b><i>Disbelieving guests</i></b>            show distrust towards the staff, have doubt about the proposals, account, service</p>	<p>To be polite, restrained, to speak calmly and convincingly, to avoid conflicts</p>
<p><b><i>Capricious guests</i></b>            have unmotivated desires (towards service, room, food, etc.) constantly unhappy and often coarse</p>	<p>Be attentive, polite, restrained, tactful and diplomatic</p>

**Roleplay**

Make a role-playing game with a partner by simulating a phone conversation. Change roles.



In face-to-face relationship with the guest, besides the language of the body and the tone of the voice, it is also important to consider "personal space". Down below, we have explained this concept:

Everybody, like the animals, have a certain area of standing in which he/she feels comfortable communicating with other people. The size of this area we call "personal space" is determined by the traditional culture of one or another community. The radius of the territorial air balloon for middle-class people living in Australia, New Zealand, England, North America and Canada is generally the same. It can be divided into four distinct zones of distance.

- *Intimate area* (between 15 and 46 centimeters). Of all the distances, this is definitely the most important one, and it is precisely the one which everyone defend as it is a personal property. To enter the intimate zone of the person concerned is only allowed to the people who are emotionally close to him. That is to say, parents, brothers and sisters, loved ones, intimate and marital partners, children, close friends and relatives. There is also a sub-area extending up to 15 centimeters from the body, where entry is only allowed under physical contact. This is the so-called *close intimate area*.
- *Personal area* (between 46 centimeters and 1.22 m). This is the distance we stand from each other when we are at cocktails, at various business parties or social events, during public gatherings and in gatherings with friends.
- *Social area* (between 1.22 meters and 3.60 meters). At such a distance we stand by strangers or people we do not know very well - the plumber or the carpenter who has come to repair something in our home, the postman, the neighborhood shop owner, the new employee in the office.
- *Public area* (over 3.60 meters). Whenever we turn to a larger group of people, we choose to stand at such a distance, because we feel more comfortable.

Interestingly, the areas of distance are different for the different nationalities, as well as for the people who grew up in the province or the big city. When a person is accustomed to large spaces around him, his comfort zone is very large and when he or she gets too close to another person, he or she may feel uncomfortable. Other nationalities like the Japanese, for example, have a small standing area, which means they hold face-to-face conversations from a very close position to one another, which would be annoying for most Europeans, for example. Differences in distance areas can explain why the same gestures are perceived differently. For example, if you touch or embrace someone with whom you have just met, no wonder if she/she has negative feelings about you, although in order not to offend you, he/she may smile and pretend that likes your gesture. Therefore, if you want people to feel comfortable and enjoyable in your presence, there is a golden rule that you should always adhere to, and it is "Keep the distance!" The closer and intimate our relationships with one person or another



are, the more inward we are allowed to enter his/her zones.

**Task:**

Evaluate your listening abilities. Answer yes or no to the following questions:

1. When I listen, my mind often wanders somewhere
2. I can listen carefully to a person who speaks for more than fifteen minutes without being distracted
3. I can concentrate on what the speaker says without distraction from noise or movement
4. It is hard to ignore past experiences and prejudices when I listen to someone
5. When I listen, I often decide what to answer before the speaker is finished.
6. I usually paraphrase and make sure I understand what my interlocutor has said
7. Usually, I ask questions, if I'm not sure what the speaker has in mind.
8. I can distinguish non-verbal signs such as body language, gestures and mimics, and people rarely mislead me.
9. I have the feeling that the appearance and character of the interlocutor have such a great influence on me that I am incapable of paying close attention to what they are saying.

**Task:**

Make a circle with at least six people. Let the first of you whisper to the second one a clear and distinct short message by saying it only once without repeating it and without helping with gestures to make it understandable. Then the message is transmitted to the third one, to the fourth, and so until the round is closed. When the sixth one receives the message, he/she says it out loud and it is compared with the original message.

The reasons for communication can be many and various. The most common ones are the need to inform, advise and recall by explaining, giving guidance, describing tourist attractions, and so on.

Another reason for communication is to clarify to avoid misunderstanding and confusion.

The next reason can be to build relationships through informal conversations and reciprocity.

We can communicate with the guest with the aim for promotion and persuasion. This happens when we offer a tourist to buy a certain additional service, for example.

Last but not least, communication is important to assess to what extent the service you have provided has satisfied tourists. I.e. for evaluation purposes. In this way, you can note the gaps in the service and look for a way to fix them.



The forms of communication can be two types: verbal and nonverbal. In verbal communication, we use words in a written or oral version. In nonverbal we use actions, intonation, appearance, gesture. Usually, we use both verbal and nonverbal communication in the communication process. Nonverbal face-to-face communication includes gestures, mimics, appearance, body posture, voice tone, articulation, speed, height of voice and timbre. With phone communication, tone, height and timbre can communicate much of the message. For example, the high tone expresses anger and authority, low tone expresses timidity or shyness. The articulation is about how clear and understandable the words are.

Writing communication also has non-verbal forms of expression. The format of the letters (small or large), handwritten or printed, the paper on which we write, the characters we put as emoticons with smiling faces, etc., the shape of the letter, the observance or non-observance of official norms of correspondence, the importation of images, etc., all these are forms of non-verbal communication in written communication.

According to one study, words or verbal communication methods are only seven percent of total communication. The remaining percentages are as follows: 38% is the tone and sound of our voice, and 55% is the body language. These rates differ, of course, according to the communicative situation. For example, if we talk by phone, we will obviously rely on different methods than if we are talking face to face, but in all cases, body language is a very important part of communication. The question is not just what you say, but how you say it. Better body position, more open body language, more control over gestures, etc. will make everyone better accepted and appreciated. This applies not only to friendships and partnerships, but also to formal meetings, interviews and business meetings.

**Task:**

Discuss how you will respond in the following situations:

1. Guest finds hairs in the tub and complains at the reception
2. A guest at a restaurant complains about the taste of the food he has ordered
3. Guest complains that he cannot find his watch

It is inevitable that conflict situations are possible when dealing with people, as well as situations where guests have inadequate, wrong and often dangerous patterns of behavior. Such categories of risky guests are:

- *insolvent clients*

In case of insolvency, it is reasonable to solve the problem with the guest discreetly, without making excessive noise and avoiding unnecessary humiliation of the guest. In most cases the guest leaves, as a pledge, a document or something expensive and,



when paying the due, takes them back. In other cases, it is enough to provide the guest with a call to someone who can help or loan money.

- ***drunk guest***

This guest category is dangerous and unpredictable. No mockery or imitation of the guest should be allowed. The guest's condition is judged on the spot and, if necessary, the guard is called or the guest is taken to the hospital for intoxication.

- ***rude and aggressive guest***

These are the guests who are used to looking for a way to create a conflict situation. The servant should not respond to them in the same way and degrade to their condition. Conflicts should be avoided given that these are not personal attacks but a matter of character and that a conflict would not solve the problem.

Unfortunately, not all guests will treat you with courtesy and respect. However, this is not the reason for you to behave the same way. In fact, the rude customer may be surprised by your polite response and change his tone as a result.

When working with clients, think carefully about the things you say and how they can sound and be accepted. Always put yourself in the client's place and try to find out how you will feel in his / her place in a given situation.

### **Serving guests with special needs**

By "guests with special needs" we understand the following groups of people:

- people with disabilities (physical or mental disabilities)
- VIPs
- children, elderly people, sick people, pregnant women, etc.

- **people with mental and physical disabilities**

These can be both people with motor disabilities (paralysis, disability, etc.) as well as blind, deaf people and people with mental disabilities and backwardness. As implied, the needs of these people can be very different and specific. They usually travel with an attendant and employees do not necessarily have to be specially trained to serve them thoroughly. However, employees need to be able to provide all sorts of additional services such as sign translation, Bailey code, wheelchairs, provide the most comfortable rooms and parking spaces and have at least elementary training on how to behave with such guests. Although additional attention is needed, these guests should not feel that someone feel sorry for them and the service should be within certain limits.

Some of these customers can easily be recognized. For example, blind people usually use a white walking stick, people with hearing disabilities have a hearing aid. When you see these marks you can immediately recognize that the tourist has special needs. In some cases, however, these needs will not be so obvious. You will then need to use your observer skills to recognize them. For example, if a tourist fails to



understand what you are talking about, there is probably a hearing problem. In another case, his speech may not be clear and understandable, or you may notice that he looks confused and unable to navigate himself in the situation. Some practical tips for communicating with people with hearing impairments include:

- turn to the guest so that he or she can see your face and read what you tell them through the movement of your lips
- talk slowly and clearly
- check whether your guest follows and understands
- do not scream
- use hand gestures to visualize your message
- above all, be patient
- never show regret or patronizing attitude towards a disadvantaged tourist.

If you are not able to handle, seek help from a competent person

If you are dealing with a guest with a speech defect, you can use the following practical tips:

- listen carefully and patiently to what the tourist tells you
- Tactfully ask him to repeat everything you have not understood
- be empathetic and do not show any visible impatience or annoyance
- ask for confirmation of what you think you understood
- if desired, provide him with a pen and a sheet to write what he can not say.

Again, if necessary seek professional help

For visually impaired guests, use the following tips:

- explain in detail what you are doing
- instead of sending the tourist in a certain direction, accompany him personally there
- make sure you have brochures and other printed materials in Braille code

**Task:**

What do you do in the following situations:

1. A guest with a hearing problem has asked you for information about the services available in your hotel. When you talk to him, he does not understand everything you tell him.
2. A visually impaired visitor has to fill in and sign a form. He can not distinguish letters and fields and asks for your help.



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Many restaurants have provided constructive solutions or equipment to help disabled guests. For example, alongside the stairs, there is a ramp for access to the main entrance, special elevators for wheelchair users and baby strollers, toilets and parking spaces for disabled, nursing and changing places for babies, seating for pregnant women and elderly people.