

Part
2

HOSPITALITY
TEAM MEMBER

INDUSTRY KNOWLEDGE



WHAT DOES HOSPITALITY MEAN?

Here are a few dictionary definitions for you to think about.

Do you have a different definition?

- ▶ hospitality is friendly, welcoming behaviour towards guests or people you have just met;
 - ▶ showing hospitality involves making others feel comfortable and welcome in your home
- ▶ the friendly reception and treatment of guests or strangers
 - ▶ the friendly and generous reception and entertainment of guests, visitors, or strangers
- ▶ hospitality is defined as taking care of your guests and anticipating their needs generous and friendly treatment of visitors and guests
 - ▶ Taking care of your guests and anticipating their needs

THERE ARE SOME CLEAR AND COMMON THEMES HERE

The three key words are:



Reflect for a moment on the hospitality you give as a Team Member, and also the hospitality you've experienced in your social life. Can you place a tick against these three basic ingredients to good hospitality? How does it feel when it's done properly? What impact does it have?

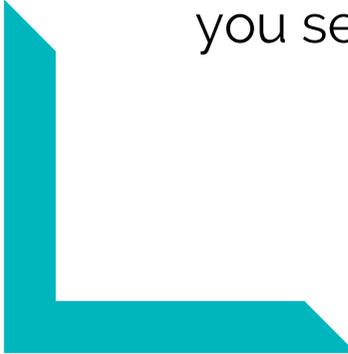
Creating a friendly, welcoming environment for your guests takes hard work. It doesn't happen by accident and, once you've got it right, you've got to deliver it consistently to maintain the high standards you have set.

Take this quick self-assessment test to see how well you deliver the basics of good hospitality:

	Never	Sometimes	Always
I smile at my guests and customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am polite, courteous and positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am attentive to my guests' needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in my customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am enthusiastic about providing excellent customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I communicate clearly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I listen attentively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am patient when dealing with guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep calm when dealing with guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My body language clearly shows I am eager to meet the needs of my customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Needless to say, you are aiming to tick the Always box each time. There's more to good hospitality than this, but these top ten attributes will stand you in good stead. Measure yourself against them every now and then, and reflect on how you can keep improving. Also, use them when you're experiencing hospitality. Learn from what you see elsewhere and these basic behaviours will soon become normal, effortless and rewarding.



We'll be chatting to you soon about what you think of these behaviours. We'll be expecting you to tell us how you practice them and about the reactions you get from customers.

Taking this positive and enthusiastic approach takes a little effort but it costs you nothing. Aristotle got it right when he wrote:

“ We are what we repeatedly do.
Excellence then, is not a single act,
but a habit. ”