



THE REPUBLIC OF KENYA

COMPETENCY BASED CURRICULUM

FOR

FOOD AND BEVERAGE SALES AND SERVICE

KNQF LEVEL: 5

ISCED PROGRAMME CODE: 1013 454 B



TVET CDACC
P.O. BOX 15745-00100
NAIROBI

GUEST EXPERIENCE MANAGEMENT

UNIT CODE: HOS/CU/FB/CR/01/5/B

Relationship to Occupational Standards

This unit addresses the unit of competency: **Manage guests' experience**

Duration of Unit: 60 hours

Unit Description

This unit specifies the competencies required to manage food and beverage guests' experience. It involves coordinating guest interactions, collecting, processing and disseminating guest information and handling guest's complaints and feedback.

Summary of Learning Outcomes

1. Coordinate guest interactions
2. Collect, process and disseminate guest information
3. Handle guest's feedback

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Coordinate guest interactions	<ul style="list-style-type: none">• Definition of guest experience• Attributes of good guest experience• Attributes of guest relations personnel• Challenges encountered in hospitality guest relations• Welcoming guests• Selling and promotion of hotel products and services• Methods of enhancing guest experience in F&B• Service recovery	<ul style="list-style-type: none">• Observation• Written tests• Oral questioning• Third party report
2. Collect, process and disseminate guest information	<ul style="list-style-type: none">• Components of guest information• Methods of collecting guest information• Handling guest information	<ul style="list-style-type: none">• Observation• Written tests• Oral questioning• Third party report

	<ul style="list-style-type: none"> • Guest information collection and analysis • Guest information dissemination channels 	
3. Handle guest's feedback	<ul style="list-style-type: none"> • Procedure for receiving guest complaints • Acting on guest complaints • Follow-up and feedback process • Handling guest complaints and compliments • Compensating guest experience • Assessing guest satisfaction 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Third party report

Suggested Methods of instruction

- Instructor led facilitation of theory
- Demonstration by instructor
- Practical work by trainee
- Viewing of related videos
- Role play

Recommended Resources

- Guest relations desk
- Table
- Computer
- Telephone
- Chairs
- Stationery