



REPUBLIC OF KENYA

COMPETENCY BASED CURRICULUM

FOR

FOOD AND BEVERAGE SALES AND SERVICE MANAGEMENT

KNQF LEVEL: 6

ISCED PROGRAMME CODE: 0721 0654 B



TVET CDACC
P.O. BOX 15745-00100
NAIROBI

GUEST EXPERIENCE MANAGEMENT

UNIT CODE: HOS/CU/FB/CR/01/6/B

Relationship to Occupational Standards

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

Duration of Unit: 190 hours

Unit Description

This unit specifies the competencies required to manage food and beverage guests' experience. It involves meeting and greeting guests, maintaining guests' databases, collecting feedback from guests', addressing complaints and special needs. It also involves providing other team members with necessary information to meet and exceed guest expectations.

Summary of Learning Outcomes

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

Learning Outcomes, Content and Methods of Assessment

Learning Outcome	Content	Methods of Assessment
1. Coordinate guest interactions	<ul style="list-style-type: none">• Definition of guest experience• Evolution of guest relations in hospitality industry• Attributes of good guest experience• Attributes of a guest relations officer• Challenges encountered in hospitality guest relations• Welcoming guests• Selling and promotion of hotel products and services• Enhancing guest experience in F&B• Service recovery	<ul style="list-style-type: none">• Observation• Written tests• Interview• Project• 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	<ul style="list-style-type: none">• Observation• Written tests• Interview• Project

	<ul style="list-style-type: none"> • Guest information collection and analysis • Guest information dissemination Channels • Collection of guest information • Creation of guest database • Handling guest information 	<ul style="list-style-type: none"> • Third party report
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 • Handling guest compliments • Handling guest feedback • Compensating guest experience • Assessing guest satisfaction 	<ul style="list-style-type: none"> • Observation • Written tests • Interview • Project • Third party report

Suggested Methods of Instruction

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

Recommended Resources

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