



**THE REPUBLIC OF KENYA**

**COMPETENCY BASED CURRICULUM**

**FOR**

**FOOD AND BEVERAGE SALES AND SERVICE**

**KNQF LEVEL 4**

**ISCED PROGRAMME CODE: 1013 354B**



TVET CDACC  
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NAIROBI

## **GUEST EXPERIENCE OPERATIONS**

**UNIT CODE:** HOS/CU/FB/CR/01/4/B

### **Relationship to Occupational Standards**

This unit addresses the unit of competency: **Provide food and beverage guest experience**

**Duration of Unit:** 20 hours

### **Unit Description**

This unit specifies the competencies required to provide food and beverage guest experience. It involves handling guest communications, collecting, processing and dissemination of guest information. It also entails handling guest's complaints and feedback.

### **Summary of Learning Outcomes**

1. Handle guest communications
2. Collect, process and disseminate guest information
3. Handle guest's complaints
4. Handle guest's feedback

### **Learning Outcomes, Content and Suggested Assessment Methods**

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

	<ul style="list-style-type: none"> <li>• Handling guest information</li> <li>• Guest information analysis</li> <li>• Guest information dissemination channels</li> </ul>	<ul style="list-style-type: none"> <li>• Third party report</li> </ul>
3. Handle guest's complaints	<ul style="list-style-type: none"> <li>• Define complains</li> <li>• Types of complains</li> <li>• Procedure for receiving guest complains</li> <li>• Procedure of handling guest complains</li> <li>• Acting on guest complaints</li> <li>• Compensating guest experience</li> <li>• Assessing guest satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Third party report</li> </ul>
4. Handle guest's feedback	<ul style="list-style-type: none"> <li>• Define feedback</li> <li>• Channels of for receiving guest feedback <ul style="list-style-type: none"> <li>○ Interview</li> <li>○ Questionnaires</li> <li>○ Emails</li> <li>○ Social media</li> <li>○ Telephone</li> </ul> </li> <li>• Follow-up on guest feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Third party report</li> </ul>

### **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
- LCD projector

- White board