



CATERING & TOURISM TRAINING INSTITUTE



Tourism Service Level - I

Learning Guide 1

Unit of Competence: Apply Quality Standards

Module Title: Applying Quality Standards

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This learning guide is developed to provide you the necessary information regarding the following content coverage and topics –

- ✚ Assess own work
- ✚ Assess quality of service rendered
- ✚ Record information
- ✚ Study causes of quality deviations
- ✚ Complete documentation

How to Use this TTLM

Read through the Learning Guide carefully. It is divided into four sections that cover all the skills and knowledge that you need.

- Read Information Sheets and complete the Self-Check at the end of each section to check your progress
- Read and make sure to Practice the activities in the Operation Sheets. Ask your trainer to show you the correct way to do things or talk to more experienced person for guidance.
- When you are ready, ask your trainer for institutional assessment and provide you with feedback from your performance.

Learning Activities

- Read Information Sheets and complete the Self-Check at the end of each section to check your progress
- Read and make sure to Practice the activities in the Operation Sheets. Ask your trainer to show you the correct way to do things or talk to more experienced person for guidance.
- When you are ready, ask your trainer for institutional assessment and provide you with feedback from your performance.

Information Sheet-1	Assess own work
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What does quality means?

People define quality in many ways. Some think of quality as superiority or excellence, others view it as a lack of manufacturing or service defects, still others think of quality as related to product features or price.

A study shows that the quality of produce can be defined in different ways, including.

- ✚ Perfection
- ✚ Consistency
- ✚ Eliminating waste
- ✚ Speed of delivery
- ✚ Compliance with policies and procedures
- ✚ Providing a good, usable product
- ✚ doing it right the first time
- ✚ Delighting or pleasing customers
- ✚ Total customer service and satisfaction

“Quality” can be defined in the following ways:

- ❖ Quality is the standards of something as measured against other things of a similar kinds, the degree of excellence of something.
- ❖ Quality is the degree to which a commodity meets the requirements of the customer at the start of its life.
- ❖ Quality is about making organizations perform for their stakeholders-from improving products, services, systems & processes to making sure that the whole organization is fit & effective.
- ❖ Based on customer's perceptions of a product/service's designand how well the design matches the original specifications.
- ❖ The ability of a product/service to satisfy stated or implied needs.
- ❖ Achieved by conforming to established requirements within an organization.

Elements of quality standard

The tangible elements of quality standard in service provider out lets is

- ✚ The product (accommodation)
- ✚ Attraction sites
- ✚ Transportation

The Intangible elements of quality standard include- the atmosphere of the operation and the esthetic appeal of the décor, furniture and fittings. Every food service outlet has its own feeling that can be decorated to give the customer the right feeling. These elements provide the feeling of comfort of being at ease or at tie down but are easily experienced. The tangible element of quality standard can be measurable whereas intangible element cannot be measured but there is impression.

The tangible elements of service are:-

- ✚ "Actions that service staff carries out during providing service".
- ✚ The way the service process is arranged.
- ✚ The speed of service.
- ✚ The way talking (communicating) with customers.

Assessing your own work means checking the activities that you have done or you complete firstbefore other people or supervisor give you comment or correction.

The objective of assessing own work is to:-

- Ensure the provision of quality service to customer
- Keep the standard of the establishment
- Identify any faults &Take action of the identified faults

1. **Quality in Manufacturing**

Manufactured products have several quality dimensions including the following:

1. Performance: a product's primary operating characteristics.

2. Features: the "bells and whistles" of a product.

3. Reliability: the probability of a product's surviving over a specified period of time under stated conditions of use.

4. Conformance: the degree to which physical and performance characteristics of a product match pre-established standards.

5. Durability: the amount of use one gets from a product before it physically deteriorates or until replacement is preferable.

6. Serviceability: the ability to repair a product quickly and easily.

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7. Aesthetics: how a product looks, feels, sounds, tastes, or smells.

8. Perceived quality: subjective assessment resulting from image, advertising, or brand names.

2. Quality in Services

Service can be defined as “any primary or complementary activity that does not directly produce a physical product that is, the non-goods part of the transaction between buyer (customer) and seller (provider).

A service might be as simple as handling a complaint or as complex as approving a home mortgage.

Service organizations include hotels; health, legal, engineering, and other professional services; educational institutions; financial services; retailers; transportation; and public utilities.

The most important dimensions of service quality include the following:

- ✚ **Time:** How much time must a customer wait?
- ✚ **Timeliness:** Will a service be performed when promised?
- ✚ **Completeness:** Are all items in the order included?
- ✚ **Courtesy:** Do frontline employees greet each customer cheerfully?
- ✚ **Consistency:** Are services delivered in the same fashion for every customer, and every time for the same customer?
- ✚ **Accessibility and convenience:** Is the service easy to obtain?
- ✚ **Accuracy:** Is the service performed right the first time?
- ✚ **Responsiveness:** Can service personnel react quickly and resolve unexpected problems?

Service organizations must look beyond product orientation and pay significant attention to customer transactions and employee behavior.

Points that service organizations should consider are as follows:

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- Customer perceptions are critical although it may be difficult to define what the customer wants.
- Behavior is a quality characteristic. The quality of human interaction is vital in every transaction that involves human contact, for example, banks have found that the friendliness of tellers is a principal factor in retaining depositors.
- Image is a major factor in shaping customer expectations of a service and in setting standards by which customers evaluate that service.
- A breakdown in image can be as harmful as a breakdown in delivery of the service itself.
- A business can achieve success only by understanding and fulfilling the needs of customers.
- A company close to its customer knows what the customer wants, how the customer uses its products, and anticipates the needs that the customer may not even be able to express
- Improving Products and Services

Careful research is required to determine the needs of customers, and those needs must be reflected in the design of products and services. A Japanese professor, Noriaki Kano, suggests that three classes of customer needs exist:

- **Dissatisfies**—those needs that are expected in a product or service, such as a radio, heater, and required safety features in an automobile. If they are not present, the customer is dissatisfied.
- **Satisfiers**—needs that customer say they want, such as air conditioning or a compact disc player in a car. Fulfilling these needs creates satisfaction.
- **Delighters/exciters**—new or innovative features that customers do not expect.
- **Improving Work Processes**
 - Quality excellence derives from well-designed and well-executed work processes and administrative systems that stress prevention.
 - Improvements in the work processes may lead to major reductions in scrap and defects and, hence, to lower costs.

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Quality standards are used to define the degree of excellence of raw materials, finished products and by extension work. Some accommodation items are graded according to degree of excellence and management should establish a quality standard for each tourism service item that is to be purchased. Ex, attraction.

A tour guide is allowed to know his or her duty and responsibility in order to perform and assess own work at the specific time (he/she must know the schedule or shift).some of the basic standard of the professional waiter/waitress are:-

- Identify the work that you assigned to perform
- Keeping personal hygiene and Using or managing time wisely on duty
- Following the procedure of serving tourists
- Follow the rules and regulations of the establishment and international quality standard.

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Self- check # 1

Name: _____

Date: _____

Choose the best answer for the following questions and write the letter of your choice on the answer sheet.(2pts each)

- 1) Checking the activities that you have done before the supervisor visit is known as _____.
- A) Assessing own work B)Assessing employees performance C)Assessing the duty of others
- 2) The objective of assessing own work is to_____. A)ensure the provision of quality service for the customer B) keep the standard of the establishment C) identify any fault before the supervisor evaluate it D) all are correct

Note: Satisfactory rating – 3 points and above Unsatisfactory - below 3 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

1. _____

2. _____

Score = _____

Rating: _____

Checking Services rendered against standards and specifications is very important to work the assigned activities and to keep the standard of the establishment as well as to satisfy the customer.

The main objective of catering outlets is almost similar that is to provide standardized service for their customers and then to generate maximum revenue. For the smooth running of these activities the best policy is team work.

Even though team work is the best policy of catering staff with in hotels and motels but there is job specification as we already read and understand on the previous learning outcome.

Evaluate Service rendered using the appropriate evaluation parameters. After measuring employee's performance based on the standard of the required activities within the establishment .then Identified causes of any identified faults and take corrective actions based on the establishment policies and guide line of the hotel. If the problem (fault) is beyond your power then you should report to the responsible higher management level.

Some of the parameter used for measuring the quality standard of an employee's work are:-

- the quality of the employee, Personality and Self discipline
- Job product and sense of knowledge
- Skill (technical, human relation and conceptual skills)
- Love of organization, Creating and imagination and Commitment
- Development of both personally and professionally

Comparing standard with performance

Standard => is the character (degree) of an individual of firm which used to explain (describe) the quality (skill) of knowledge or the quality of the facility offered.

Performance => is the way to facilitate (to practice) the standard in order to achieve the best status of the goals. Therefore to assess the quality standard of one's' performance could be processed based on the standard of that particular person, group or establishment.

Assess the quality rendered will be processed based on the standard of methods to deliver or provide the best service to the customer that can make him or her satisfy and fill at his/ her home then to generate maximum revenue. Service rendered is mostly in tangible and

perishable meaning if the time of providing service is passed it will never come again because the guest already did not satisfy then he/she can complain on the hotel as whole and give negative impression. Therefore there must be continues follow up for its service delivery and improvement of guest satisfaction.

It is necessary to identify the level of service that you are going to assess based of the standard of the attraction sites and to extend this standard of service throughout all aspects of the operation. The supervisor/tour guide should be careful to assess the quality of service rendered based on the type of service delivered; the speed, efficiency and dress of staff and the degree of personalization and courtesy customer receives.

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Self -check #2

Name: _____

Date: _____

Matching(5pts each)

“A”

“B”

- | | |
|--|--------------------|
| 1. One of the parameter used for evaluating someone | A) Team works |
| 2. To provide standardized service for their Customers& to generate maximum revenue.D) Direct service | B) Performance |
| 3. The best policy of catering staff with in hotels | E) Commitment |
| 4. _____ is the way to facilitate (to practice) the standard in order to achieve the best status of the goals. G) The main objective of any catering | F) Assess own work |

Note: Satisfactory rating – 15 points and above Unsatisfactory - below 15 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

1. _____
2. _____
3. _____
4. _____

Score = _____
Rating: _____

Recording means keeping basic information in written form about events that observed during service activities or providing service for customer. This recording process is good in order to camper or evaluate all in all activities of every employee or group that you have observed within the establishment. So as to give recommendation or appraisal for good performance and corrective action for poor performance. In fact this is the responsibility of supervisors but as a waiter you can suggest about the good performance that is done or about the faults you have observed or identified. These records may be basic information about:-

The quality of the employee such as

- ✚ The job specification or responsibility
- ✚ His/her personality
- ✚ Self-discipline
- ✚ Job product and sense of knowledge
- ✚ Skill (technical, human relation and conceptual skills)
- ✚ Love of organization
- ✚ Creating and imagination
- ✚ Commitment
- ✚ Development of both personally and professionally

The information that must be recorded should also include about the standard or the character (degree) of skill and knowledge individual or the quality of the facility offered and about the performance of every employee during facilitating (practicing) the professional service in order to achieve the best status of the goals.

The supervisor can record basic information after measuring employee's performance based on the standard of the required activities within the establishment and he/she can keep record about identified causes of any faults or about corrective actions taken based on the establishment policies and guide line of the company.

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Self-check # 3

Name: _____

Date: _____

Fill in the blank space (5pts each)

1. _____ means keeping basic information in written form about events that observed during service activities or providing service for customer
2. _____ can record basic information after measuring employee's performance
3. Records may be basic information about _____.
4. The supervisor or employee should keep record about the problem (fault) which becomes beyond his/her power then he/she reports to the responsible _____.

Note: Satisfactory rating – 15 points and above Unsatisfactory - below 15 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

1. _____
2. _____
3. _____
4. _____

Score = _____
Rating: _____

Evaluation techniques: - any employee or supervisor should know the techniques used to evaluate the daily activity. These techniques could be the parameter or the rules and regulations. The policy of the establishment and the government are the guide lines to measure or evaluate the performance of any employee, group or establishment itself. Evaluating could be done using **written documents or visual inspection** at work place. Workplace procedure: - During evaluating the work procedure can be one of the parameter because if the employee or the team did not follow the work procedure it is said that the duty did not performed effectively. Work procedure may include:

- ✚ Pre service activities (mise-en-place)
- ✚ During service offering process and
- ✚ After the service activities completed.

Reporting procedures :- Recording or keeping basic information in written form about events that observed during service activities or providing service for customer is used to camper or evaluate all in all activities of every employee or group within the establishment and to give recommendation or appraisal for good performance and corrective action for poor performance. The responsible person to evaluate must keep written record in order to help him or her to decide then take action or report to the higher management (authorized person).reporting procedure can be done using written paper or oral but the effective is the written one. There are different types of reporting procedure for example:

- ✚ Report about evaluation result which could be recommendation or corrective action.
- ✚ Report about conflicts between employees or departments.
- ✚ Report about conflict resolution.
- ✚ Report about the daily work activities

Based on these procedures the employ or supervisor can study causes of quality deviations between departments or employee. This is important to identify:-

- ✚ The basic faults and methods to solve them.
- ✚ Correct or in correct performance of individual or group.

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Self- check # 4

Name: _____

Date: _____

Write true for the correct statement and false for the incorrect one (4pts)

1. Recording is keeping basic information in written form about events that observed during service activities.
2. The supervisor can take corrective action according to the rules and regulations of the establishment.
3. You can check your activity only after the supervisor evaluate it
4. Recording is very important evaluate the daily activities of the service staff
5. If the fault (problem) is beyond your power it is good to be keep- quiet.

Note: Satisfactory rating – 6 points and above Unsatisfactory - below 6 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

1. _____

2. _____

3. _____

4. _____

5. _____

Score = _____
Rating: _____

Information Sheet-5	Complete documentation
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Documentation means the process of providing written details or information about the activities performed by employees that assessed, evaluated or about identified faults (problems) and the resolution or action taken. as you have seen or read at the previous learning outcomes after assessing own work or group work the information that already observed should be record or written on recording book (letter) then it must be identified the faults (problems), quality performance and quality deviations. All this process should be documented carefully. Document is used to:-

- ✚ Indicate information on the quality performance
- ✚ use as reference for recommendation for up grading employee with good performance or to take corrective action or demotion for employees with poor performance
- ✚ record the personal details about each employee
- ✚ Record (document) the details about the standard of the establishment and its facility provided for the customer

Record all service process & its' out-put or the result of the all in all activities performed with in the establishment.

Examples: -Record about customer complaints

-Record about black listed customers

-Record about itinerary and shifting process

-Record about happy hour program within the restaurant

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Self-check-5

Name: _____ Date: _____

Answer the following questions correctly (4pts each)

1. What is the meaning of documentation?
2. How can be kept records?
3. What is the importance of recording particularly in the service area?
4. Give two example of the waiter's best character?
5. What will you do if the problem is beyond you power?

Note: Satisfactory rating – 3 points and above Unsatisfactory - below 3 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____ Date: _____

1. _____
2. _____
3. _____
4. _____
5. _____

Score = _____
Rating: _____

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Other Reference

- ❖ Food and beverage service –seventh edition by Dennis Lilliarap and John Cousins
- ❖ The Complete Restaurant Management Guide by Robert T Gordon &Mark H Brzezinski
- ❖ The food and beverage manager by Paul Cullen M-3, Ashoka Apartment commercial complex, Ranjit Nagar New Delhi-110 008