

Methods of Communication

Learning outcomes – to understand different methods of communication

Communication is essential in the hospitality industry to ensure each department within an outlet has clear instructions on customer requirements and that information is processed as quickly as possible.

Activity

Cut out the cards below and match the methods of communication to the example

Methods of Communication				
Written	Verbal	Non-verbal	ICT	Social media

Cut out the cards below

Examples of communication			
Letter	Apologising to a customer	Sending an email	Dinner menu
Greeting a guest at reception	Sharing hotel on face book	Recording lost property	Answering the telephone
Checking in a guest	Smiling	Posting on twitter	Pointing directions to lifts
Recording a food order	Shaking hands	Making an online reservation	Asking guest if they need help
Nodding to a guest	Checking comments on trip advisor	Head chef recording food order	Housekeeping check list
Staff rota	Posting a hotel picture on face book	Asking if customer enjoyed their stay	Checking out a guest

Bibliography

Hospitality Marketing Principles and Practice- Bowie and Buttle, second edition 2011, part B

Hayter, R (1996) Food and Drink Service, London, Palgrave Macmillan, chapter 1