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CUSTOMER SERVICE FOR TOURISM & HOSPITALITY

What can we do for you?



KHAIRULAZAM BIN ANNUAR
AZUAN BINTI ALIAS

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In the Name of Allah, the Most Merciful, the Most Compassionate. Alhamdulillah all praises belong to Almighty Allah, the Lord of the worlds and prayers and peace be upon Muhammad His servant and messenger.

First and foremost, we must acknowledge our limitless thanks and gratitude to Allah, for His help and blessing by giving us the opportunity, courage and enough energy to complete the first two chapters of this eBook, titled “CUSTOMER SERVICE FOR TOURISM AND HOSPITALITY”.

We would like to express our deepest gratitude to Mr. Zaharizuan Azhar (Head of Department) and to Mrs Aylin Kamarudin (Departmental e-Learning Coordinator) in the support and encouragement plus making our journey easier and joyful one.

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Khairulazam Annuar

Azuan Alias

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Writer
Khairulazam bin Annuar
Azuan binti Alias

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PREFACE

Due to the rapid growth of the tourism and hospitality service related industry in Malaysia for the last decade, it is vital that the industry players need to have good customer service training for their staffs whom are directly involved with their customer or clientele. As Malaysia is heading towards a service sector industry, it is vital that we prepare our workforce for better Customer Service oriented people.

Through this e – Book, we hope it would be to be a guideline and reference to all the students of the Tourism and Hospitality Department for the subject of DTM10203: Customer Service for Tourism and Hospitality. This e – Book is written by the lecturers from Tourism and Hospitality Department, Politeknik Merlimau Melaka. It is a start of a series of chapters, which begins with Chapter 1 - Professionalism and Chapter 2 - Tourism and Hospitality Workplace Responsibilities.

We hope that this e-Book will be beneficial for the students and the general readers. We welcome any constructive suggestions for further improvement in the next chapter and edition.

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DTM10203
CUSTOMER SERVICE FOR TOURISM AND HOSPITALITY

BY AZUAN BINTI ALIAS & KHAIRULAZAM BIN ANNUAR

CHAPTER 1:
PROFESSIONALISM

1.1 POSITIVE ATTITUDE AND PASSION TOWARDS TOURISM PROFESSION

- The positive character reacts and interacts with his or her surrounding with manner and goodness.
- A positive state of mind or feeling; disposition that yields a good result.
- A positive way of saying and doing in our life that involves physical, emotional, expression, communication and mental.
- Is a result of a positive belief system founded on positive values.

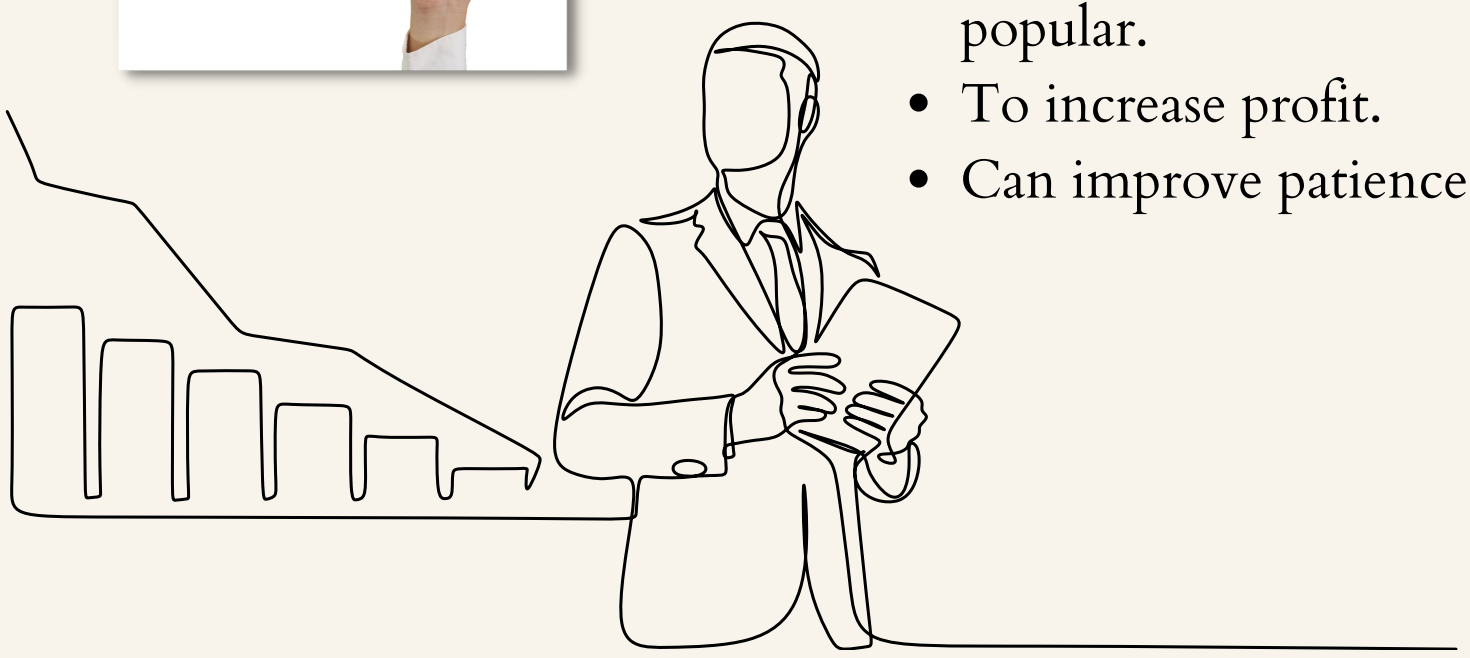
What can you say about these pictures?





1.1.1 THE IMPORTANCE OF POSITIVE ATTITUDE AND PASSION TOWARDS PROFESSION IN THE TOURISM AND HOSPITALITY INDUSTRY



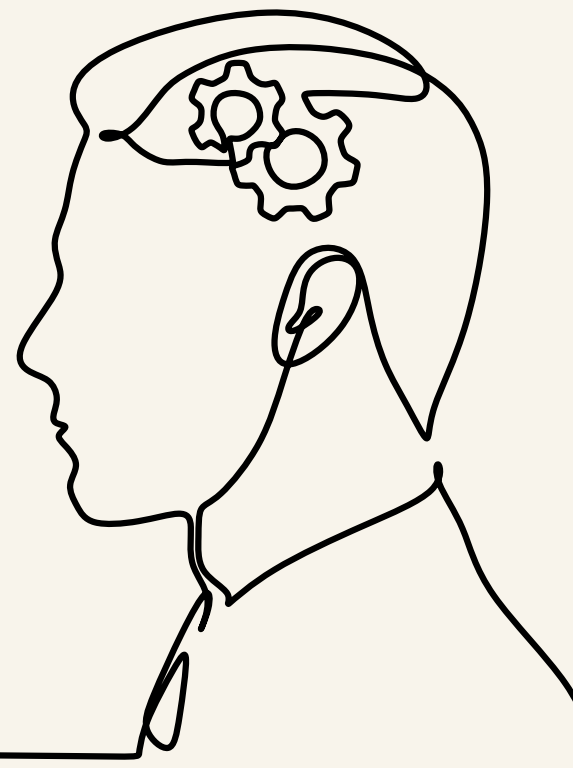


- To increase return customers.
- To attract more tourists.
- To increase customer satisfaction.
- To create more chances and opportunities.
- To upgrade our industry to be more active and popular.
- To increase profit.
- Can improve patience among employees.



1.1.2 HOW POSITIVE ATTITUDE BENEFITS THE CO-WORKERS, BUSINESS, COMMUNITY AND INDUSTRY

- Your attitude is a form of expression of yourself.
- Workplace attitude has an effect on every person in the organisation, from the employees to the client and even the company owner.
- Better health.
- Less sick day.
- Overcome challenges.
- Improve teamwork.
- Stress reduction and management.
- Improves the attitude of other employees.
- Increases self-esteem and confidence in yourself and others.



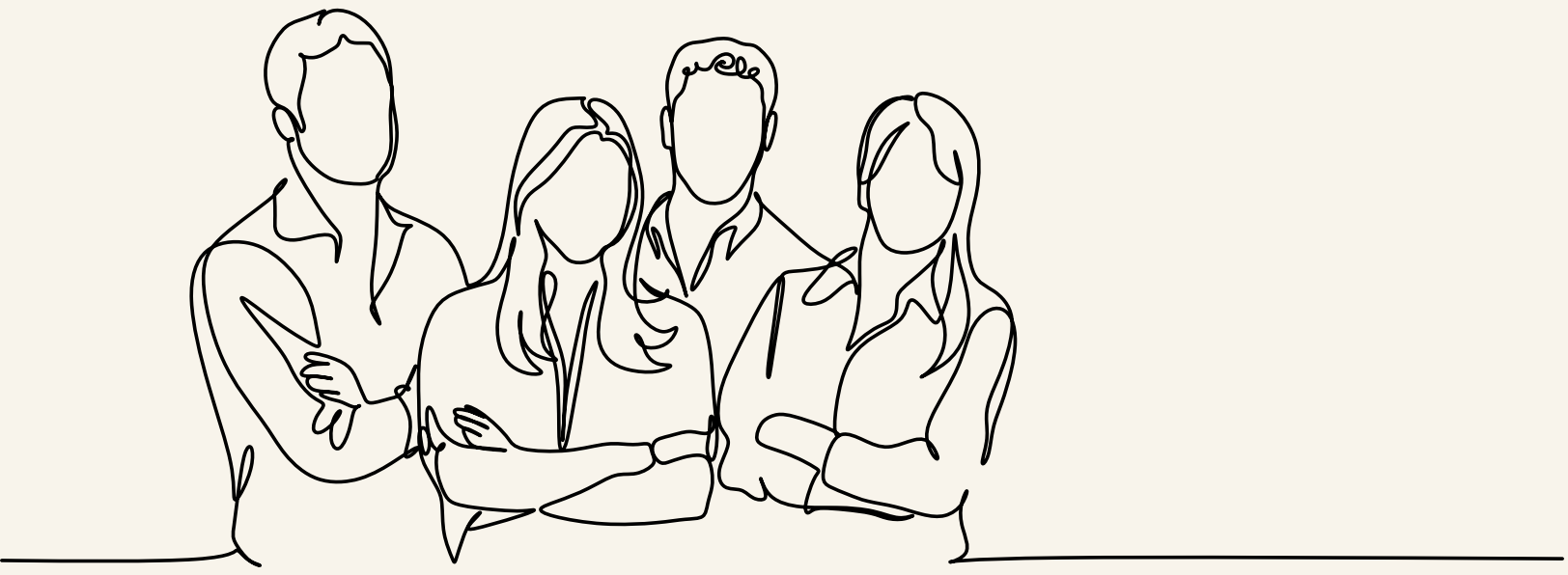
1.1.3 THE IMPACT OF FIRST IMPRESSION ON CUSTOMER

- First impressions have the ability to make or break a business, and a positive experience
- Can create long-lasting business relationships.
- First impressions of others affect both the content and outcomes of a variety of interpersonal encounters.

1.2 APPEARANCE, GROOMING AND HYGIENE PRACTISE IN TOURISM AND HOSPITALITY WORK ENVIRONMENT

APPEARANCE

- Defined as the way that someone, or something, looks.
- It is created by everything people can see, from your hair down to your shoes.





GROOMING

1. The definition of well-groomed is someone or something with a neat, tidy and pleasing appearance.
2. Good grooming also means practising good hygiene techniques:

- Showering
- Having neat hair and clean
- Trimmed fingernails
- Having brushed teeth
- Clean clothes

Good Grooming

27.5% thinks that it shows their interest in the position

24.8 % think that it shows the candidate has good character

20.2% think that it is an important job requirement

Bad Grooming

51.9% say that tattoos and piercings are not allowed in their office

77.3% think that you risk being negatively judged on your personal grooming and clothes



APPEARANCE, GROOMING AND HYGIENE PRACTISE IN TOURISM AND HOSPITALITY WORK ENVIRONMENT

HYGIENE

- Hygiene is a concept related to cleanliness, health and medicine.
- The practice of keeping yourself and your surroundings clean, especially in order to prevent illness or the spread of diseases.
- A variety of settings plays an important role in preventing the spread of infectious diseases.

1.2.1 THE IMPORTANCE OF APPEARANCE IN WORK ENVIRONMENT

- Important to both men and women.
- To gain a positive impression and also respect in the workplace.
- First impressions matter and the way you look and carry yourself creates an impact on people you get along within the work setting.
- Lack of these may lead to poor image.



1.2.2 GOOD PERSONAL HYGIENE- BATHING, USING DEODORANT AND PRACTISING ORAL CLEANING HABITS

BATHING

- Washing the body often.
- If possible, everybody should have a shower or a bath a day.
- Bathing can improve heart health.
- Taking a bath may help you to breathe easier.

USING DEODORANT

A deodorant is applied to the body to prevent body odour caused by the bacterial breakdown of perspiration in:

I) Armpits

II) Feet

The best way to apply deodorant

Armpit:

1. It is important to know the difference between perspirants and deodorants.
2. Antiperspirants work to reduce both sweat and odor.
3. The choice of which type of product to use is purely up to each person's personal needs and preferences.
4. The armpits have any angles of their own, so there is no one angle of application that is the best.
5. What is important is a thorough application to the entire underarm area.
6. The best method, whether using deodorant or antiperspirants, is to slow down and be sure to give the entire underarm area a uniform coat of product
7. For men, that means applying enough pressure to get through the hair that most guys have in their underarms.

Feet:

- Rub it once on the top of each foot across your knuckles and over the arch and below from the ball of your foot to the heel.
- Just make sure your feet get their own bar of deodorant and that you keep your feet's deodorant away from your armpits. You don't want any possible foot fungus to transfer from the bar to your armpits.

PRACTISING ORAL CLEANING HABITS

- Cleaning the teeth at least once a day
- Brushing the teeth after each meal to make sure that gum disease and tooth decay are avoided.

1.2.3 PROFESSIONAL STANDARD OF HYGIENE, GROOMING, ATTIRE AND NEAT APPEARANCE IN CLASS AND PUBLIC PLACES

HYGIENE

- Its important to not overlook the importance of clean teeth, clean nails, a proper haircut and also a bath at least once a day
- Make sure to use an anti-dandruff shampoo

GROOMING

MEN	WOMEN
It is recommended to have a clean shave with well-trimmed hair, beard and moustache.	If you are in a more formal setting, you will generally wear the classic business suit or skirt and blazer
Clean shirt and trousers with polish shoes	Consider neutral shades of grey, black, white or brown
Color shades should be simple and smart like green, blue, brown and black.	Style of your outfit should be simple and suitable with the environment.

ATTIRE

Don’t wear :

- Rumpled clothes
- Dirty shirts
- Shirts that are too loose or too tight
- Untucked shirts
- Filthy shoes



NEAT APPEARANCE IN CLASS AND PUBLIC PLACES

- It can show the person's attitude and politeness in treating people.
- If our personal appearance is good, it represents respect and etiquette to everyone.
- A good personal appearance can give a good Impression.

Activity:

Identify industry personal presentation standards




ON GOING PROFESSIONAL DEVELOPMENT STRATEGIES AND PLANS TO ENHANCE PROFESSIONALISM IN TOURISM AND HOSPITALITY INDUSTRY

1.3.1 ONE SELF TRUE PERSONAL DEVELOPMENT STRATEGY

Human relations and Yourself

- Referring to how you interact and communicate with others.
- Self Motivation- is important to achieve success in work and personal life.

Goals Setting

- The goal needs to be specific and concise.
- Past performance should be your guidelines.



Solving Problems

- You are trying to remove an obstacle that blocks your path.
- You try to close the gap between what exists and what you want to exit.

Making Decision

- Aware of the problem, diagnose the problem and find creative alternatives.

1.3.2 CAREER PLANNING GOALS AND PROCESS

Choosing a Career



- Must gather valid occupational facts.
- Consider the level of responsibility you are seeking.

Finding a Suitable Job

Qualifications that are frequently required by employers are:

- Teamwork skills and emotional maturity.

Developing Good Work Habits

- People with good work habits tend to be more successful in their careers.
- It will affect productivity and work quality.

1.3.3 THE IMPORTANT OF CONTINUOUS LEARNING TO SELF ENHANCEMENT AND THE IMPACT TOWARDS TOURISM AND HOSPITALITY INDUSTRY

- It is a continuous building of skills and knowledge throughout the life of an individual.
- To upgrade job skills.
- To gain knowledge.
- To develop self-confidence.
- To develop personal skills.
- To meet new people.

1.3.4 ON GOING PERSONAL AND PROFESSIONAL DEVELOPMENT IN RELATION TO CAREER ADVANCEMENT

- It can help you advance in your career.
- It may come in the form of formal learning that includes coursework and internship or apprenticeship, or formal learning.
- May include activities such as attending conferences and seminars or networking.
- Consists of education, observation and mentoring that can help to enhance the employees in the workplace.
- Might include training sessions or graduate classes, spending time with a mentor to observe how others handle conflict or challenges or mentoring someone else who might be new to the field.

1.3.5 INDEPENDENT LEARNING FOR CONTINUOUS SELF ENHANCEMENT

- Self-enhancement is a type of motivation that works to make people feel good about themselves and maintain self-esteem
- Especially prominent in situations of threat, failure or blows to one's self-esteem.
- Involves a preference for positive over negative self-views.

HOW TO IMPROVE SELF ENHANCEMENT :

- Make a date
- Set a small, achievable goal
- Motivate yourself
- Just keep doing it, no matter what



CHAPTER 2:

TOURISM & HOSPITALITY WORKPLACE RESPONSIBILITIES

EXERCISE:

The answers in the box are for questions below.
Choose one (1) correct answer for each question.

A. To upgrade our industry to be more active and popular	B. The way that someone, or something, looks.	C. Increases self-esteem and confidence in yourself and others.	D. Set a small, achievable goal
E. The practice of keeping yourself and your surroundings clean, especially in order to prevent illness or the spread of diseases.	F. Internship or apprenticeship, or formal learning.	G. It helps in building skills and knowledge throughout the life of an individual.	H. Can create long-lasting business relationships.

1. Why POSITIVE ATTITUDE is important towards profession in the Tourism and Hospitality Industry ?
_____

2. How positive attitude benefits the co-workers, business, community and industry?
_____

3. One of the impacts of first impression on customer is
_____

4. The definition of APPERANCE is _____

5. HYGIENE is also known as _____

6. Why is continuous learning to self enhancement is very important in tourism and hospitality industry?
_____

7. How to improve self enhancement? _____

8. Give one (1) example of on-going professional development/training to your career advancement.
_____

Answers.

1. A 2. C 3. H 4. B 5. E 6. G 7. D 8. F

2.1 POSITIVE VALUES ON RESPONSIBILITIES IN THE TOURISM AND HOSPITALITY WORKPLACE

WHAT IS RESPONSIBLE?

- It refers to having a capacity for moral decision.
- Also, accountable and capable of rational thought or action.

2.1 POSITIVE VALUES ON RESPONSIBILITIES IN THE TOURISM AND HOSPITALITY

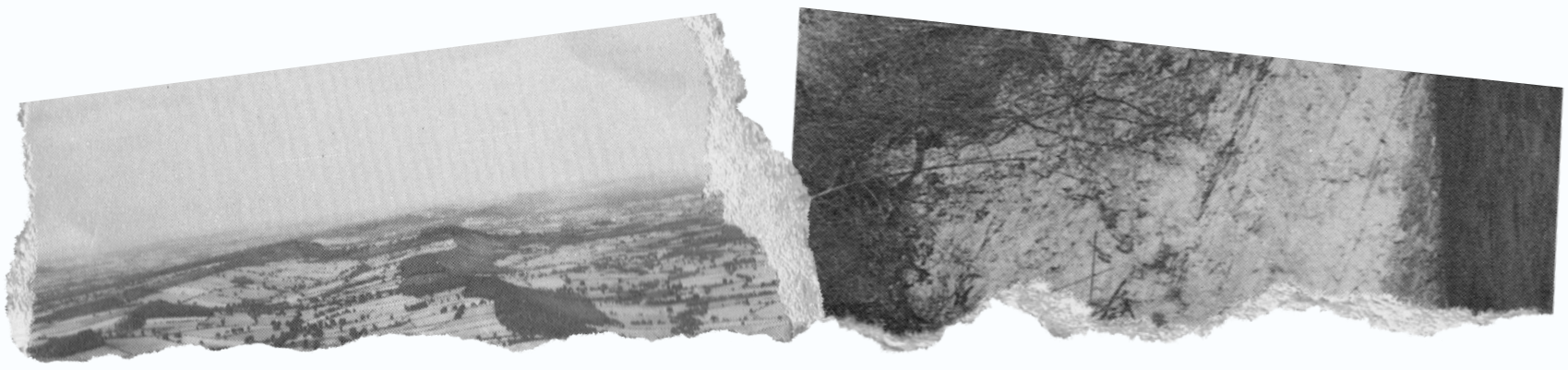
WHAT IS RESPONSIBILITY?

- The state of being responsible.
- Obligation upon one who is responsible.
- The ability or authority to act or decide.

Main responsibilities include:

- Punctuality
- Maintain good relationships with colleagues
- Keep work area safe, hygienic and attractive
- Follow policies, rules and regulations of your workplace
- Perform the work standards established by the employer

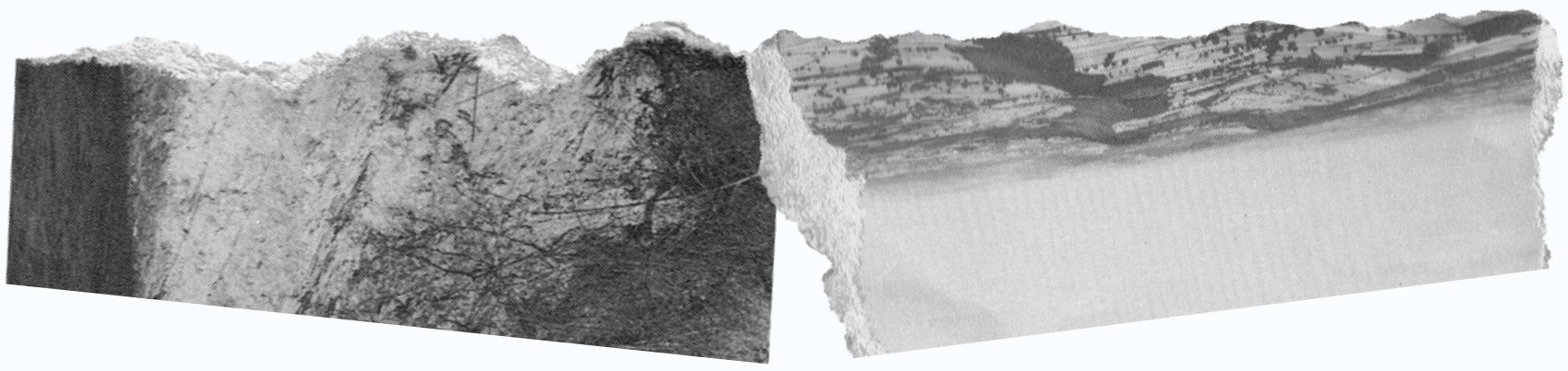




2.1.1 Main Positive Value

1. INTEGRITY

- Means your personal attitude to decide whether it is right or wrong
- No one can need to tell you what is right or wrong you can see and decide for yourself.
- Without integrity, people are untrustworthy



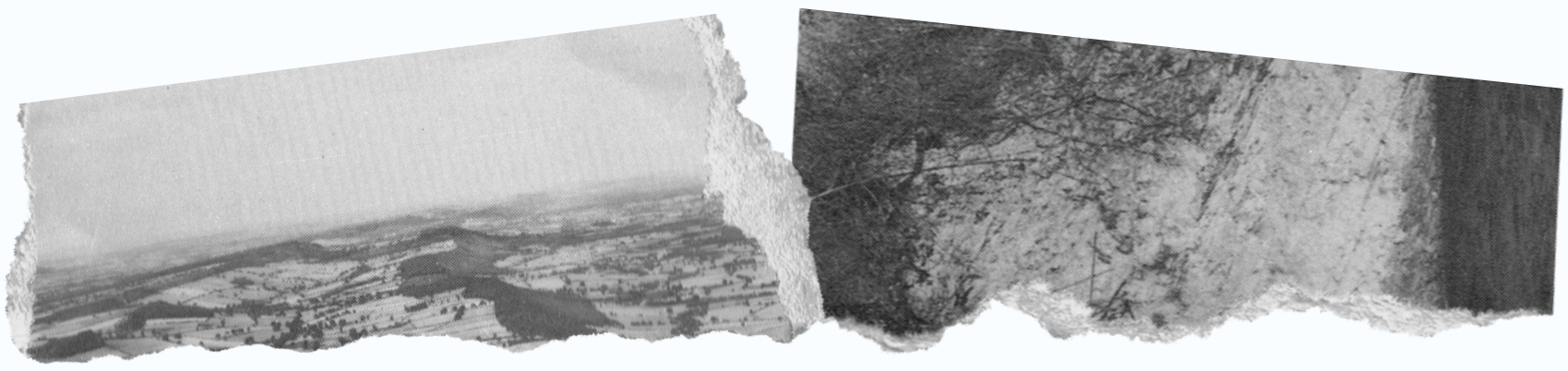
THE BENEFITS OF INTEGRITY

1.SAFETY

- Leadership integrity gives people the freedom to be open and honest.

2.REFERENCE

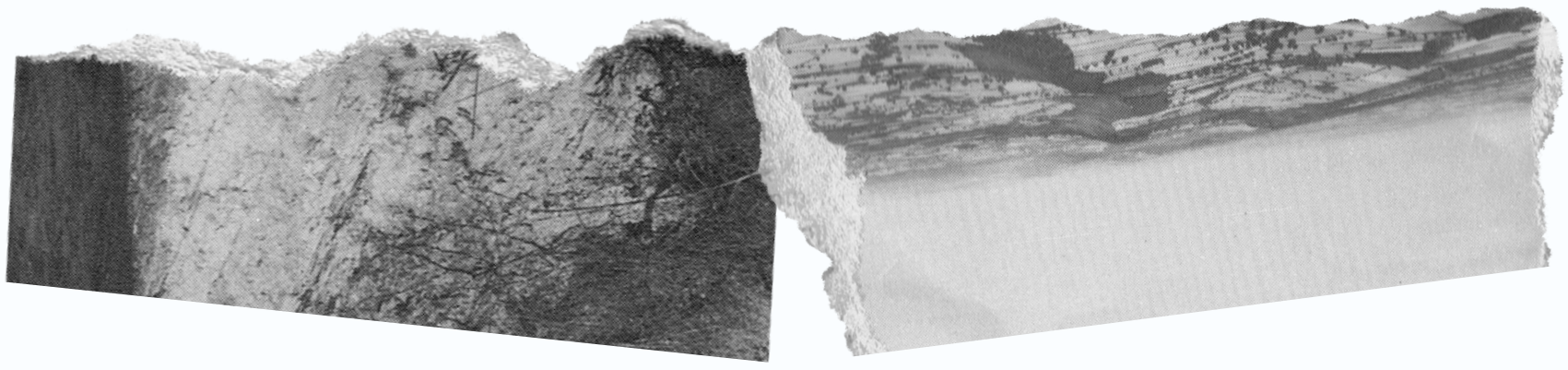
- Staff who have integrity always become a reference to other people



2.1.1 Main Positive Value

2. WISDOM IN CARRYING OUT DUTIES

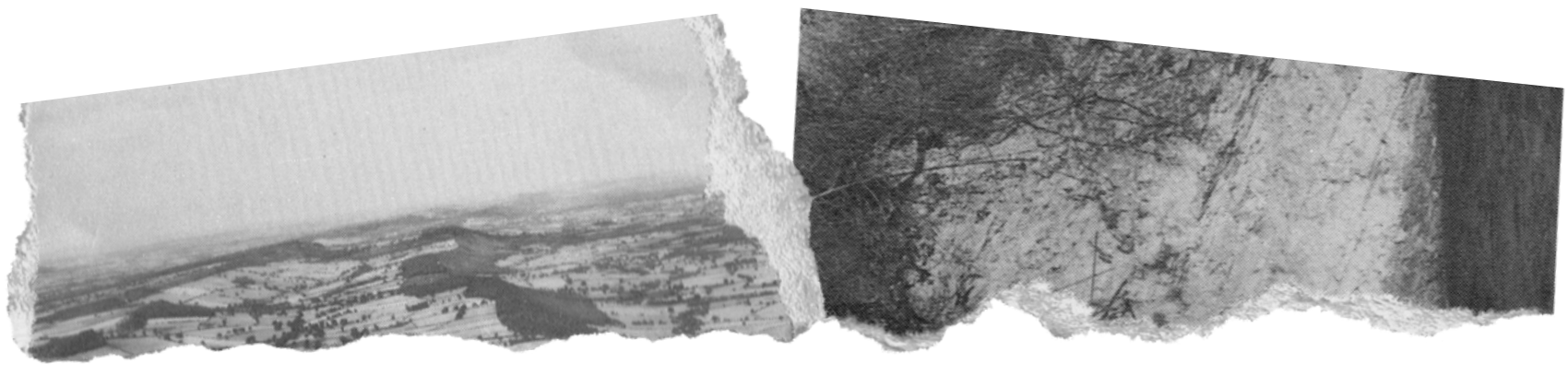
- Wisdom is understanding and realization of people.
- Towards events or situations and ability of judgments and actions in keeping with understanding.



THE BENEFITS OF WISDOM

1. IT BRINGS HONOUR
   - When you grow in wisdom, your honour, among others, starts to rise because your life is an example of someone worth following.

2. GROWS INFLUENCE
   - Your wisdom will increase your ability to influence others. This is because of who you are and what you attract to like-minded people.



2.1.1 Main Positive Value

3. GENEROSITY

- Generosity is the quality of being kind, understanding and not selfish it is like giving and sharing.

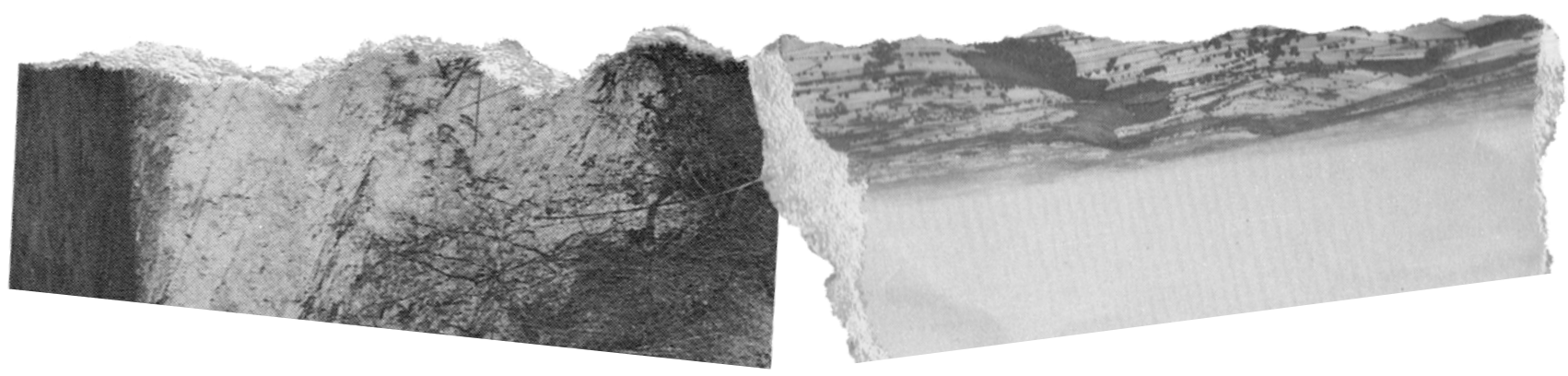
- For example, in times of natural disasters, relief efforts are often given voluntarily, by individuals or groups who act in favour of providing food, clothing, shelter and etc.

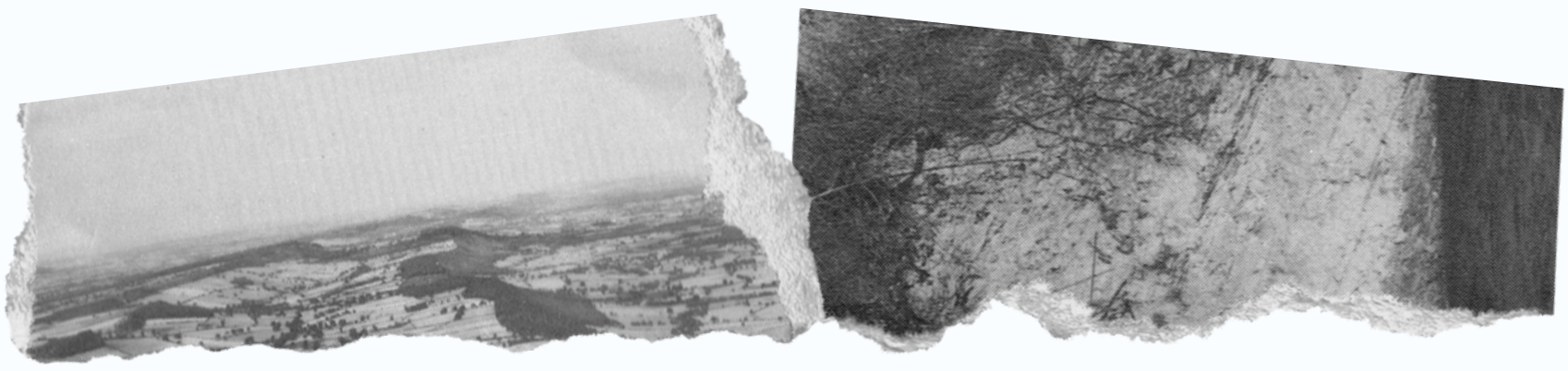
4. HELPFULNESS

- Helpfulness attitude at work, whether that means assisting clients, customers and co-workers with their needs.

EXAMPLE

- Being open to assist anyone like the frontliner to help their guest how to do online booking for a room.
- If your co-worker plan to go to another department, offer to pick up messages, files or packages to save the co-worker time.





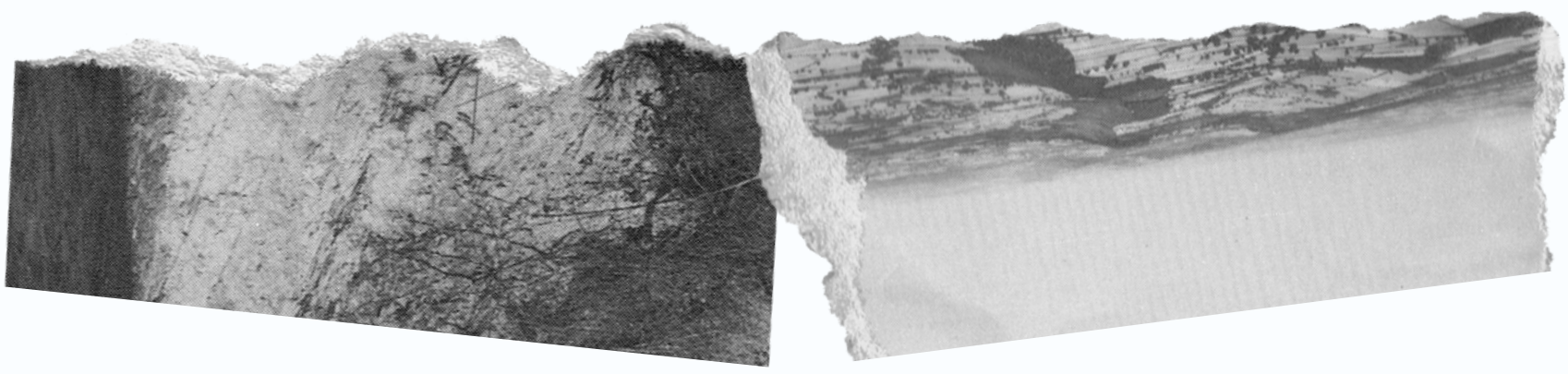
2.1.1 Main Positive Value

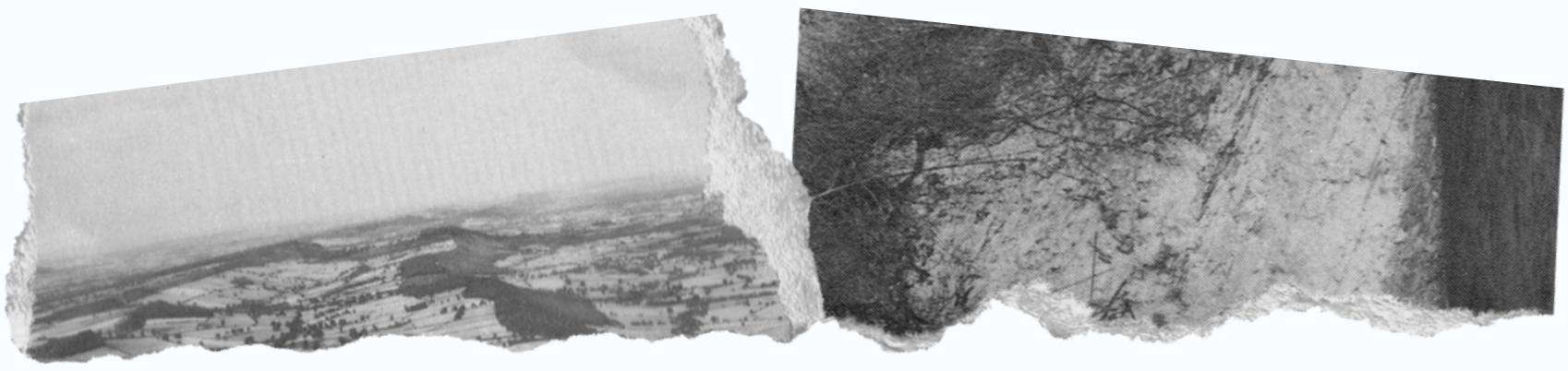
5. CARE

- A caring workplace is one where leaders genuinely care about employees, supervisors care about workers, and employees have friends at work.

6. RELIABILITY

- Reliability consists of the extent to which an individual or other entity may be counted on to do what is expected of him.
- Individual reliability is essential in the workplace, other forms of reliability also affect employee performance





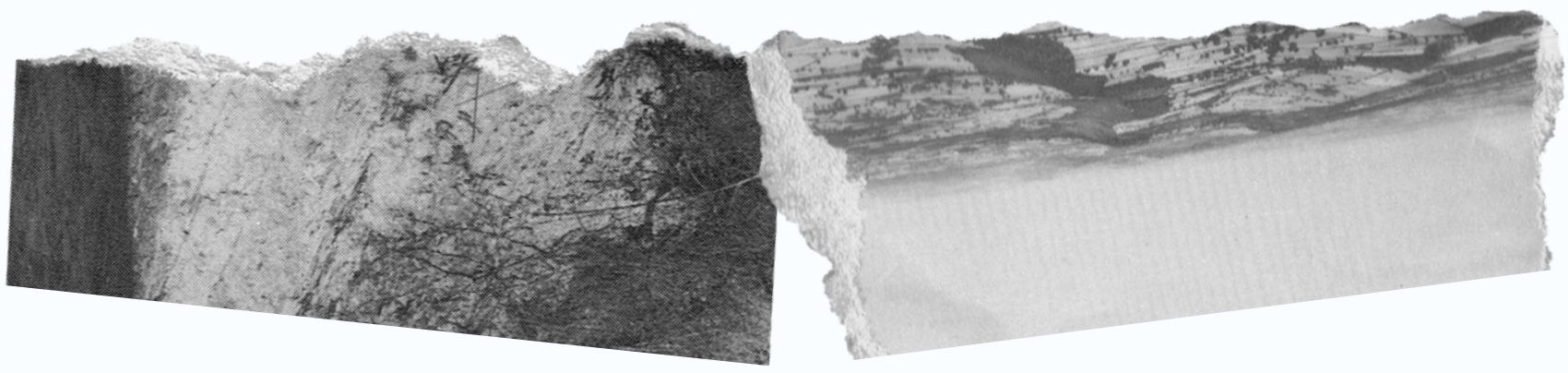
2.1.1 Main Positive Value

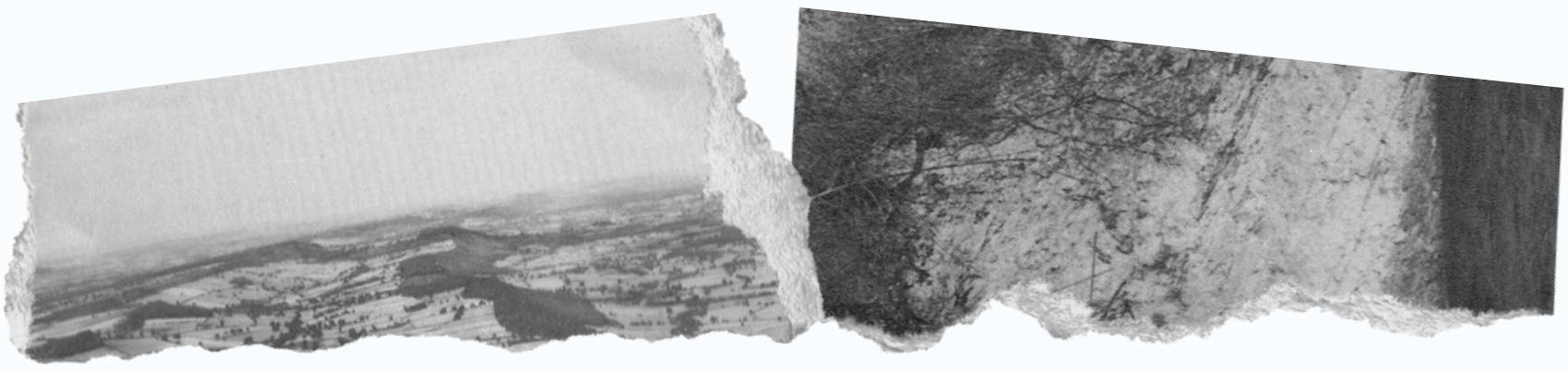
7. FRIENDLINESS

- Develop a positive attitude.
- Treat everyone with respect.
- Practice active listening.
- Connect on a personal level.
- Develop relationships outside of work.
- Work together for a larger good.

8. RESPECT

- Respect in the workplace breeds a healthy work environment.
- Respect can be determined by how often workers ask your opinion.
- Treat people with courtesy, politeness, and kindness.
- Encourage coworkers to express opinions and ideas.
- Listen to what others have to say before expressing your viewpoint.
- Use people's ideas to change or improve work.
- Do not constantly criticise, judge, demean, or patronise a worker.
- Be aware of your body language.





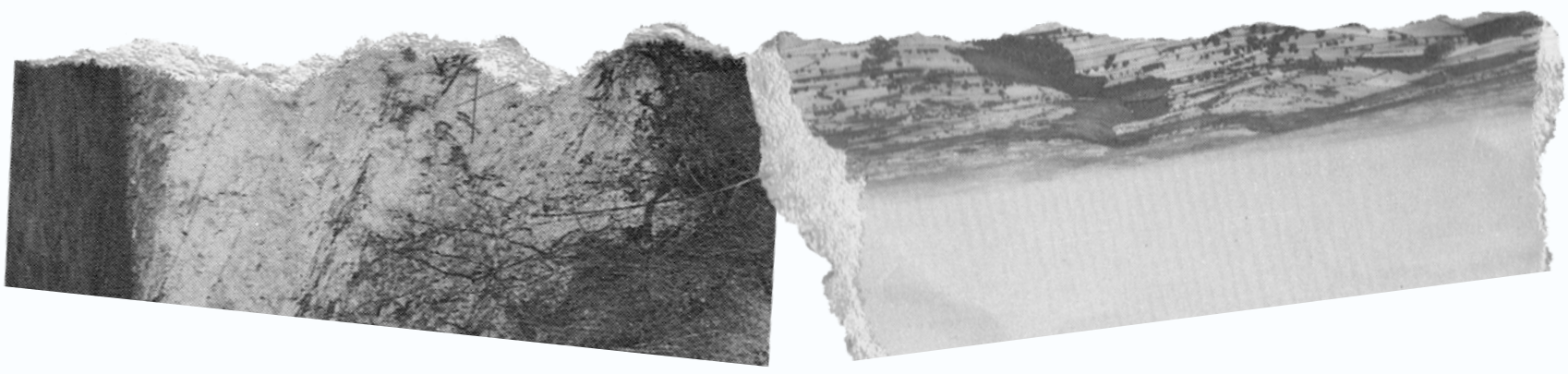
2.1.1 Main Positive Value

9. SINCERITY

- Sincerity in the workplace means apologising when you've made mistakes.
- Sincerity is the quality or state of being sincere, honest of mind, and freedom from hypocrisy.
- Sincerity allows a person to build credibility in the workplace.
- Sincerity makes you believable because it gives you credibility.
- Sincerity can be a tremendous asset to you as a leader in an organisation.

10. COURTESY

- Is gentle politeness and courtly manners.
- It can be shown by expressing gratitude, showing appreciation, respect the opinion and decisions of others.
- Always act kindly without expecting anything in return.
- These personal interactions allowed people to get to know each other and create human connections.



2.1.2 THE CONSEQUENCES OF BEING RESPONSIBLE & IRRESPONSIBLE

HOW DO YOU DEAL WITH THE CONSEQUENCES OF YOUR ACTIONS?

DEALING WITH THE CONSEQUENCES OF YOUR ACTIONS MEANS THAT FIRST YOU:

Accept responsibility – by this you agree that you have error and that you are wrong.

You accept the blame and accept the fact that there are consequences for your actions which you have to face.

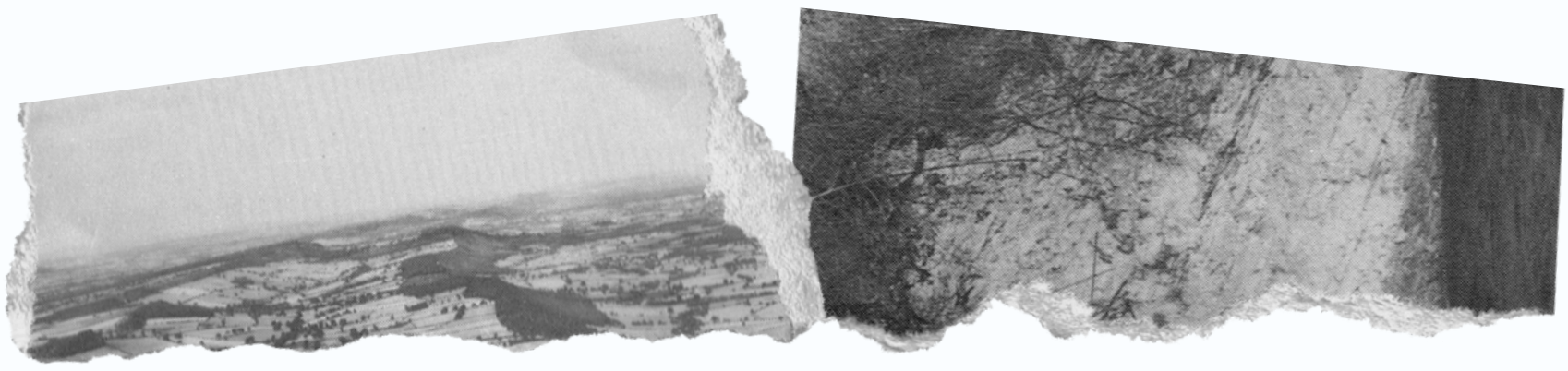
Consequences are not from good deeds but bad deeds.

2.1.3 THE WORKPLACE CONFIDENTIALITY

- Always carrying out task responsibility without being misleading and careless.
- Be honest and loyal to the organisation without abusing its authority.
- Be self-absorbed and self-absorbed and do nothing that would deprive others of their confidence in themselves.
- Responsible for reporting abuse and abuse of power.

2.2 ACCOUNTABLE ACTIONS AND REVIEW DISCUSSIONS BASED ON REFLECTIONS AND FEEDBACKS

- Means an attitude of responsibility to the parties involved in the action taken in the course of the execution of his duties and willingness to provide an answer to his action.
- An employee with accountability will be held solely responsible for what they produce.
- Means an attitude of responsibility to the parties involved in the action taken in the course of the execution of his duties and willingness to provide an answer to his action.
- Employees with accountability will be held solely responsible for what they produce.
- For example, new inexperienced workers need more training and guidance from experienced workers. That way, new employees can gain a lot of knowledge and be able to do good and be accountable for their jobs.



2.2.1 Situation That Show Accountable Actions

They take responsibility

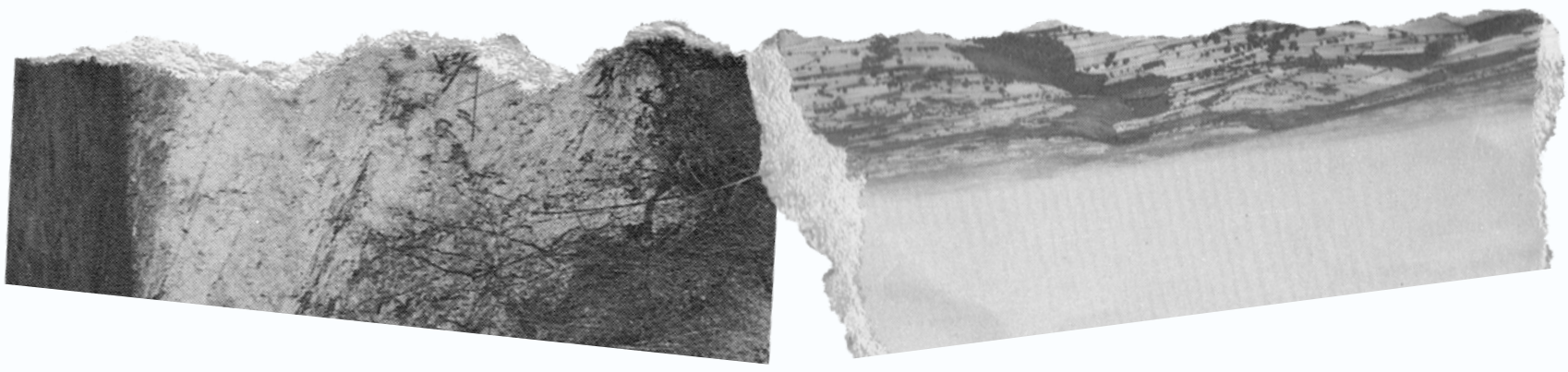
- When responsibility is forced upon people, they can often be resistant or even resentful. Highly accountable people willingly take on responsibility and actively manage it, so it gets done.

They are on time

- What good is completing initiatives if the usefulness of the result is long past. Highly accountable people understand that every project has a time value and that punctuality serves a purpose.

Check please:

How is responsibility relevance in achieving accountable action in the workplace?



2.2.2 The Responsibility of A Tourism Professional In Managing Risk

- Provide a safe workplace.
- Training and supervision.
    - Provide a safe plant and environment.
    - Provide a safe system of work.
    - Welfare facilities.
- The work environment such as kitchen, customer areas and back of house must be zone free of hazards and associated risks to health and safety to staff.
- Make sure staffs receive training and supervision for the specification of their job to help them to do the job.
- Other implements have to be provided in safe conditions and maintained in safe conditions.

2.2.3 The Result Of One's Actions And Decisions Based On Given Situation

- If the message is hurtful to someone, they are willing to examine how their communication may have been unhealthy or damaged.
- They don’t blame others when they are at fault and don’t make excuses for why things are happening.

2.2.4 The Act Upon Constructive Feedbacks

- To connect with customers…
- Who is the customer?

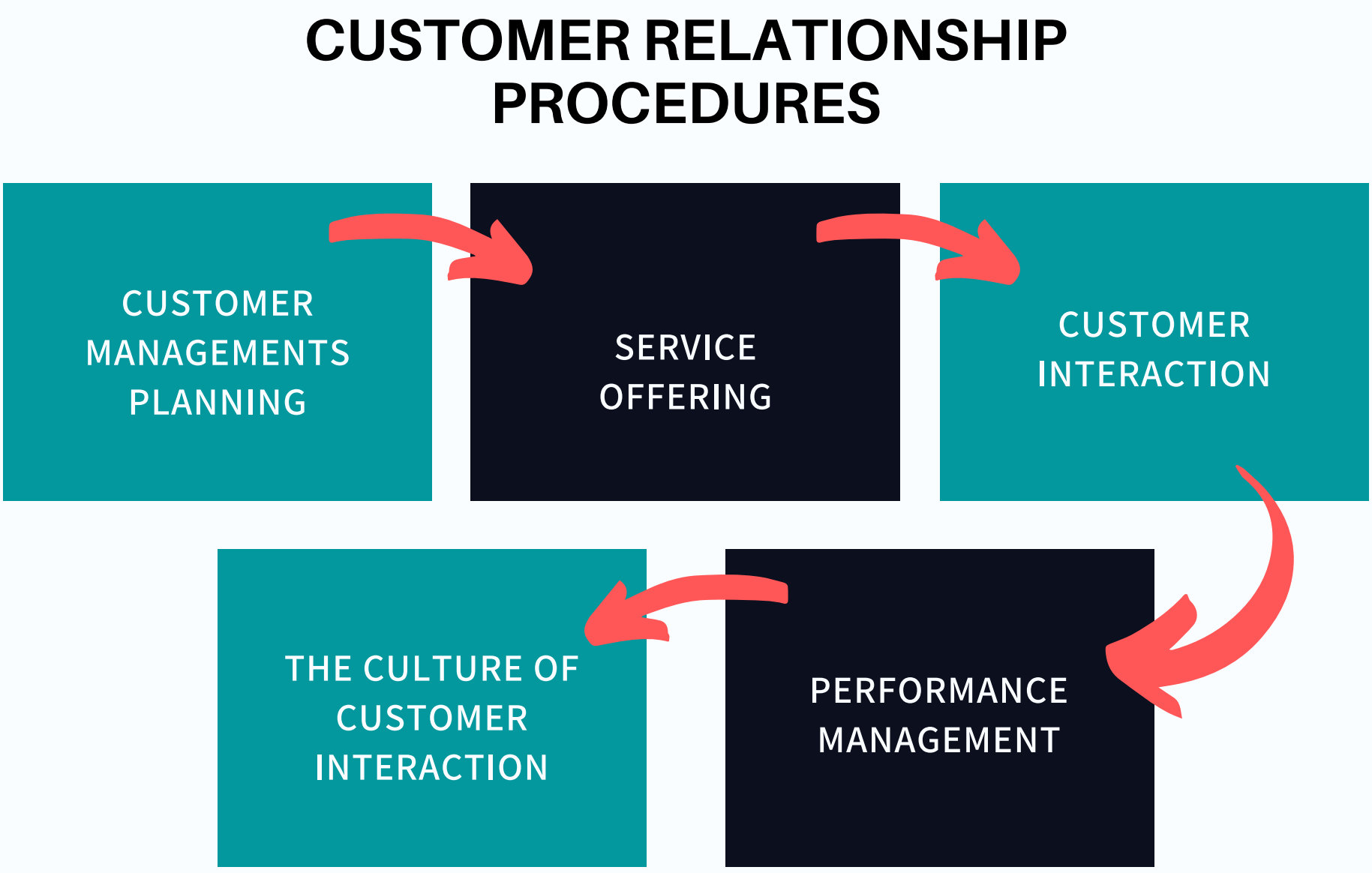
Is divided into two parts...

- Internal customers…

The person or organisation in the organisation that receives the product or uses the services offered by an organisation.

- External customers…

An individual or external organisation that uses the service or receives a product offered by an organisation.


CUSTOMER RELATIONSHIP PROCEDURES
CUSTOMER MANAGEMENTS PLANNING
SERVICE OFFERING
CUSTOMER INTERACTION
PERFORMANCE MANAGEMENT
THE CULTURE OF CUSTOMER INTERACTION

2.2.5 WAYS TO DEFEND THE DECISIONS MADE AND ACTIONS TAKEN

1. Awareness first

- Observe yourself and your decision making over the next week. When you see yourself defending the decision you've made, figure out and try to avoid responsibility but start taking ownership instead.

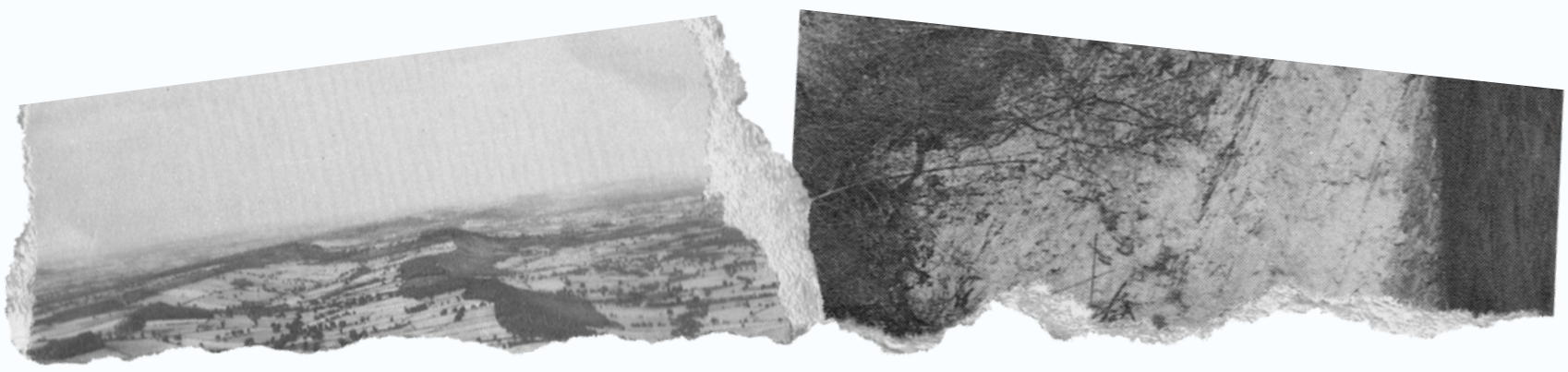
2. Ask yourself

- Like "what, why", you may encounter people who encounter people who are thrown by your ownership. Be patient with them also yourself. As you try taking conscious ownership of your decisions.
- Easily adapt plans, actions, or priorities in response to unpredictable events, pressures, situations, and job demands. Effortlessly change direction when working on multiple projects.

- Adapt communication styles to different individuals in order to make sure that the message gets through.

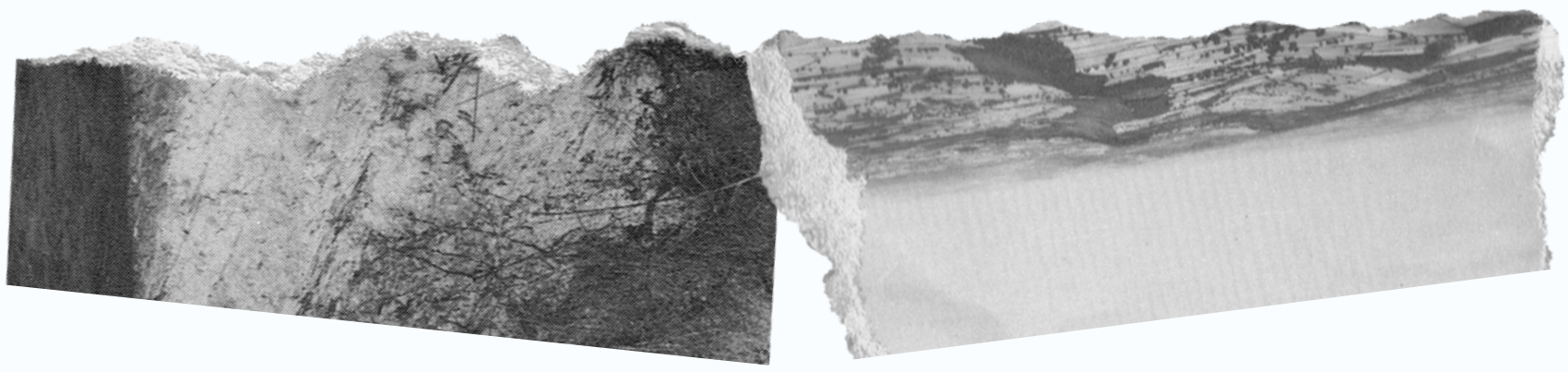
- Stay calm in any situation and find a solution in a peace way and do not show rude attitude.

ADAPTABILITY & SELF MANAGEMENT



2.3.1 MEANING OF ADAPTABILITY AT THE WORKPLACE

Adaptability is when someone can be flexible and able to adapt to changing work conditions or different environments.



2.3.2 HOW TO BE RESPONSIVE TO CHANGE IN THE WORKPLACE

- Maintain a positive attitude.
- Recognise that change is constant.
- Stay connected to previous co-workers.
- Communicate with others to learn your new role.
- Self reflect.
- Ask as many questions as possible.

2.3.3 THE VALUE OF MULTI-TASKING AND STRIVING FOR EFFICIENCY WITHIN OWN STRENGTHS AND LIMITATIONS

- The value of multitasking is to increase productivity
- Multitasking can increase productivity in both the workplace and at home
- As noted earlier, employees who multitask get more work done by doing both filling and greeting customers and client
- Knowledge and communication skills also can be earned by knowing your own ablity

SELF- MANAGEMENT

Self-management refers to methods, skills, and strategies by which individuals can effectively direct their own activities toward the achievement of objectives, decision making, focusing, planning, scheduling, self-evaluation and self-development.

SELF MANAGEMENT IS ONE OF THE KEYS TO ACHIEVING MORE IN YOUR LIFE

SELF-MANAGEMENT SKILLS

- Building Self-Confidence - Helps build the feeling that you are capable of being active in life.
- Goal Setting - Helps you set realistic and practical goals
- Self-Monitoring - Helps you learn to keep records about yourself
- Building Performance Skills - Helps you to be good at and enjoy sports and other physical activities
- Overcoming Competitive Stress - Helps prevent or cope with the stresses of competition or the tension

Tutorial I:

In a group of four (4), illustrate how positive values can create a harmonious workplace environment.

Exercise:

Based on the above illustration, discuss how would you imagine your future working environment will be?

TUTORIAL II:

Discuss the BENEFITS OF INTEGRITY IN THE WORKING ENVIRONMENT with THREE (3) of your friends in the classroom. Relate those integrity with the current Work From Home (WFH) scenario and make a FIVE (5) minutes presentation for your classmates.

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Authors

Azuan binti Alias a Senior lecturer in Department of Tourism and Hospitality, Politeknik Merlimau Melaka (PMM), Malaysia with teaching experience of 23 years. A Graduate from Ohio State University (OSU), Bachelor Sc (Hons) in Hospitality Management and continued her studies in Master in Education at University Teknologi Malaysia (UTM), Malaysia. She has vast experience in tourism and hospitality related studies.

Khairulazam bin Annuar is currently a Principal lecturer in the Department of Tourism and Hospitality, Politeknik Merlimau Melaka (PMM) , Malaysia. Graduated in Diploma in Chef Training at University Teknologi MARA, UiTM Shah Alam, before furthering his studies in International Hospitality Management at University of Brighton, United Kingdom. He received his Masters in Education at University Teknologi Malaysia (UTM), Malaysia soon after. He has 24 years of teaching experience related to gastronomy and hospitality subjects.

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