

Unit 1 –People Skills and Negotiation Skills (THM1001)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Deal efficiently with enquiries arising from people having different needs and different backgrounds.
- b) Recognize when diplomacy is required to project hospitality.
- c) Recognize clients' gestures to solve complaints effectively
- d) Identify and resolve equality and non-discriminations issues pertaining to tourism and hospitality management such as, but not limited to, access tourism, LGBT Tourism, gender equality, and multicultural environment in tourism
- e) assist and participate in the development of a communications strategy for a tourism enterprise
- f) Adopt a professional approach when dealing with different situations and guests

Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)

- a) An understanding of people skills, characters and value orientations
- b) An understanding of managing client relations and handling customer complaints
- c) An appreciation of people's behaviour in a variety of situations
- d) An understanding of the characterization of communication strategies in tourism
- e) An appreciation of equality issues and diversity management in tourism and hospitality
- f) The recognition of the requirement of negotiation skills in tourism and hospitality

Skills – at the end of the module/unit the learner will have mastered the following skills:

Applying knowledge and understanding

The learner will be able to:

- a) Demonstrate how people skills in various setups in the tourism and hospitality industry have an effect on customer satisfaction
- b) Employ personal skills to deal with clients in different situations
- c) Apply various communication strategies in the tourism and hospitality industry
- d) Apply diversity and non-discrimination principles in the tourism and hospitality industry
- e) Employ basic negotiation skills and practices to situations in the tourism and hospitality industry

Judgment Skills and Critical Abilities

The learner will be able to:

- a) Evaluate client's behaviour in a given situation
- b) Explore opportunities for sales maximisation when dealing with a client
- c) Evaluate the adoption of basic communication strategies in tourism and hospitality
- e) Assess process equality and non-discrimination issues in tourism and hospitality
- f) Determine a negotiation skills approach in a particular context in the tourism and hospitality industry.