

COURSE OUTLINE

PROGRAMME TITLE	Delivering 5-Star Service Behaviour: Practical Guest Care and Communication for Hotel Frontline Staff
OVERVIEW (Brief introduction Of the topic)	Guests do not experience a hotel only through its building and facilities. They experience it through every interaction with reception, reservations, housekeeping, bell service, security, drivers and other operational employees. In destinations where facilities or local infrastructure may be limited, frontline behaviour becomes one of the hotel's strongest ways to build trust and distinguish itself from competitors. This four-hour online programme helps hotel frontline employees understand the guest journey and deliver thoughtful, responsive service during arrival, the stay, problem situations and departure. Using practical tourism-hotel and Semporna examples, participants learn how to recognise guest emotions, anticipate predictable needs, communicate across language barriers, take ownership of requests and recover professionally when something goes wrong. The programme emphasizes practical behaviour rather than hospitality theory. Participants will practise service situations and prepare a personal Five-Star Service Commitment that can be applied immediately during their next shift.
LEARNING OUTCOME	Upon completion of this course, participants will be able to: 1. Explain how the guest's journey and emotional condition affect service expectations. 2. Demonstrate welcoming behaviour that helps tired, uncertain or international guests feel cared for. 3. Apply the Observe, Understand, Anticipate and Facilitate approach to common guest needs. 4. Take appropriate ownership of guest requests and coordinate assistance across hotel departments. 5. Use simple language, body language, visual aids and translation tools to reduce communication barriers. 6. Explain hotel rules, limitations or operational disruptions clearly and respectfully. 7. Apply the Recognise, Explain, Assist and Follow Up approach to service problems and complaints.

	8. Support a thoughtful departure through luggage care, clear onward-travel information and positive final interactions. 9. Prepare a personal Five-Star Service Commitment for immediate workplace application.
DURATION (days)	0.5 day (4 hours)
TARGET PARTICIPANTS (position/level)	• Front Office and Reception Employees • Guest Relations and Concierge Employees • Reservations Employees • Bell Service and Luggage-Handling Employees • Housekeeping Employees • Hotel Drivers and Transport Coordinators • Security and Other Guest-Facing Operational Employees • Frontline Supervisors and Team Leaders
COURSE CONTENT (with submodules)	MODULE 1: Understanding the Guest and the Five-Star Service Mindset Sub-Module 1.1 - Seeing the Complete Guest Journey, Not Only the Hotel Stay Sub-Module 1.2 - Recognising Tiredness, Anxiety, Confusion and Different Guest Expectations Sub-Module 1.3 - Why Thoughtful Behaviour Can Be Five-Star Even When Facilities Are Basic Sub-Module 1.4 - Taking Ownership Instead of Saying It Is Not My Department MODULE 2: Welcoming, Anticipating and Facilitating Guest Needs Sub-Module 2.1 - Creating a Caring Arrival Through Attention, Comfort and Simplicity Sub-Module 2.2 - Observing Guest Cues and Asking Useful Questions Sub-Module 2.3 - Observe, Understand, Anticipate and Facilitate Sub-Module 2.4 - Supporting Predictable Needs Such as Wet Clothing, Laundry, Luggage and Early Departures MODULE 3: Communicating Across Language and Cultural Barriers Sub-Module 3.1 - Using Simple Words, Appropriate Body Language and a Respectful Tone Sub-Module 3.2 - Communicating with Icons, Photographs, Numbers and Visual Timelines

	Sub-Module 3.3 - Using Translation Tools and QR-Based Information Effectively Sub-Module 3.4 - Confirming Understanding Without Embarrassing the Guest Sub-Module 3.5 - Explaining Hotel Rules and Limitations Without Creating Conflict MODULE 4: Problem Solving, Service Recovery and a Positive Departure Sub-Module 4.1 - Recognise, Explain, Assist and Follow Up Sub-Module 4.2 - Responding to Water, Wi-Fi, Transport, Weather and Room-Related Problems Sub-Module 4.3 - When to Resolve, When to Coordinate and When to Escalate Sub-Module 4.4 - Luggage Care, Onward Travel and the Guest's Final Memory Sub-Module 4.5 - Preparing a Personal Five-Star Service Commitment
LEARNING METHODOLOGIES	Learning Methodologies 1. Interactive icebreaker and participant experience sharing 2. Instructor-led presentation with tourism-hotel examples 3. Guest-emotion and service-cue exercises 4. Arrival and guest-request role plays 5. Visual communication design activity 6. Language-barrier communication practice 7. Complaint and service-recovery scenarios 8. Knowledge checks and guided reflection 9. Preparation of a personal Five-Star Service Commitment 10. Open question and answer session