



# Tourism and Hospitality Suite

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# Road to Recovery

## 4 Ways to Build Revenue

**To support your business on the road to recovery, and beyond.**

Designed for site leaders, to build knowledge of revenue generating and optimising techniques for now and the future.

Following this module you will:

- Attract new customers
- Optimise your venue capacity
- Increase customer's visit frequency
- Sell more to existing customers

## Takeaway and Delivery Success

**To support your business on the road to recovery, and beyond.**

Designed for business and site leaders, to consider the ways they can maximise the opportunity of takeaway and delivery.

Following this module you will:

- Extend your business into delivery or takeaway channels
- Adapt your offerings and processes to suit delivery or takeaway
- Provide a quality and memorable customer experience

## Conflict Resolution

**To support your business on the road to recovery, and beyond.**

A resource for all your site leaders and frontline team to help prepare them for those tough situations and conversations heightened by the current COVID restrictions.

Following this module you will:

- Identify why conflict arises and how to minimise its impact
- Gain practical steps that can be taken to minimise conflict
- Gain the personal skills needed to be able to deal with conflict
- Help your teams to deal with conflict



# Management Suite

## Introduction to Management

### Following this module, you will:

- understand the personal qualities required to become a good manager
- know the purpose of a manager
- understand the role of a manager, including daily duties
- know techniques to effectively deal with a crisis
- understand the necessity to set standards, share them and maintain them
- understand the benefit of using management checklists
- know how to carry out your duties effectively using various resources, tools and techniques
- UK version, available in English. Localised version (law and language) available for US Federal.

### Module summary:

#### Section 1 - A Great Start Makes a Big Difference

- The Purpose of a Manager
- Managing Yourself
- The Good Manager
- Making the Transition

#### Section 2 - Your Role as a Manager

- Managing your Role
- A Day in the Life
- Daily Challenges

#### Section 3 - Management Tools and Techniques

- Management Tool 1: Service Standards
- Build your own Service Standards
- Management Tool 2: Management Checklists
- Management Tool 3: Time Management Grid
- Using a Time Management Grid
- Management Technique 1: Management By Walking Around
- Take a Walk
- Using Your Senses
- Management Technique 2: Helicopter Management
- The Helicopter Cycle
- Your Helicopter



## Effective Teams

### Following this module, you will:

- be aware of the difference between a group and a team
- understand the role they play in the creation and success of an effective team
- know how to build a team, including recruitment, SWOT Analysis, personality types, team roles and dynamics, and the team journey
- know how to maintain an engaged team, including collaboration, contribution, communication, commitment, delegating tasks, giving feedback and celebrating success
- understand team conflict, including causes and types, styles of conflict management, and how to prevent it
- UK version, available in English. Localised version (law and language) available for US Federal. US Federal.

### Module summary:

#### Section 1 - Introducing Teamwork

- Group Versus Team
- Defining a Team
- Characteristics of an Effective Team

#### Section 2 - Building an Effective Team

- SWOT Analysis
- The Team Journey
- Team Roles
- Team Dynamics

#### Section 3 - Resolving Team Conflict

- Defining Conflict
- What Causes Conflict?
- Destructive vs. Constructive Conflict
- Your Conflict Management Style
- Understanding Conflict Styles
- Preventing Conflict

#### Section 4 - The High-Performing Team

- The Four Pillars
- Pillars of Performance
- Delegating Tasks
- Celebrating Success

## Leadership

### Following this module, you will:

- become aware of the difference between management and leadership
- become familiar with leadership qualities and how to inspire followership
- gain a comprehensive knowledge of the different styles of leadership (e.g. 'Accommodating' leadership) and what the effects of these styles are
- discover how to successfully hold briefings, coach teams and influence team behaviour
- learn how to motivate your team
- UK version, available in English. Localised version (law and language) available for US Federal.

### Module summary:

#### Section 1 - Introducing Leadership

- Management Versus Leadership
- Defining Leadership

#### Section 2 - The Role of a Leader

- Successful Leadership
- Essential Skills
- Leadership Qualities
- Following the Leader
- Leadership and Influence

#### Section 3 - Leadership Styles

- The Five Styles of Leadership
- Your Leadership Style Game
- Defining The Styles

#### Section 4 - Leadership in Action

##### 1. Effective Briefings

- How to Conduct Briefings
- Briefings... What to Cover

##### 2. Clever Coaching

- Coaching Styles Game: Good Coach/Bad Coach

##### 3. Providing Feedback

##### 4. Motivating Your Team

- Motivation... The Key Principles



# Operations

## Accredited Service Excellence

### Following this module, you will:

- understand the importance of Service Excellence and maintaining “Best in Class” levels of Service necessary to give your business the competitive edge and sustainability into the future
- understand the value of Tourism to Ireland
- become familiar with Fáilte Ireland’s four programme experience brands
- understand how to exceed your customer’s expectations and offer excellent customer service
- understand the importance of maintaining a positive attitude
- understand how to handle customer feedback and managing complaints
- understand the importance of continually improving

### Module summary:

#### Section 1 – The Irish Experience

- The Value of Tourism
- An Introduction to Fáilte Ireland’s 4 Programme Experience Brands

#### Section 2 - Exceeding Customer’s Expectations

- Types of Customers
- What Customers Want
- The Customer Journey
- Moments of Truth
- Model for Service Excellence
- The WOW Factor
- Seven Stars of Excellence

#### Section 3 – Maintaining a Positive Attitude

- Defining Attitude
- Staying Positive at Work
- Communicating a Positive Attitude
- How We Communicate Body Language

#### Section 4 – Handling Customer Feedback

- Types of Feedback
- Ways to Gather Feedback
- Handling Positive Feedback
- Dealing with Complaints Effectively

#### Section 5 – Continually Improving

- Understanding your Own Personality Type and your Customer’s Personality Type and Interacting with Them
- Working Effectively as a Team
- Creating New Customer WOW’s

## Attractions - Accredited Service Excellence

### Following this module, you will:

- understand the importance of Service Excellence and maintaining “Best in Class” levels of Service necessary to give your attraction the competitive edge and sustainability into the future
- understand the value of Tourism to Ireland
- become familiar with Fáilte Ireland’s four programme experience brands
- understand how to exceed your visitor’s expectations and offer excellent customer service
- bring your Attraction to Life through Storytelling
- understand the importance of maintaining a positive attitude
- understand how to handle visitor feedback and managing complaints
- understand the importance of

### Module summary:

#### Section 1 – The Irish Experience

- The Value of Tourism
- An Introduction to Fáilte Ireland’s 4 Programme Experience Brands

#### Section 2 - Exceeding Customer’s Expectations

- Types of Visitors
- What Visitors Want
- The Visitor Journey
- Moments of Truth
- Model for Service Excellence
- The WOW Factor
- Storytelling – Bringing your attraction to Life
- The Seven Stars of Excellence

#### Section 3 – Maintaining a Positive Attitude

- Defining Attitude
- Staying Positive at Work
- Communicating a Positive Attitude
- How We Communicate
- Body Language

#### Section 4 – Handling Customer Feedback

- Types of Feedback
- Ways to Gather Feedback
- Handling Positive Feedback
- Dealing with Complaints Effectively

#### Section 5 – Continually Improving

- Understanding your own Personality Type and your Visitor’s Personality Type and Interacting with Them
- Working Effectively as a Team
- Creating New Visitor WOW’s

## Activities - Accredited Service Excellence

### Following this module, you will:

- understand the importance of Service Excellence and maintaining “Best in Class” levels of Service necessary to give your activity the competitive edge and sustainability into the future
- understand the value of Tourism to Ireland
- become familiar with Fáilte Ireland’s four programme experience brands
- understand how to exceed your Customer’s expectations and offer excellent customer service
- bring your Activity to Life through Storytelling
- understand the importance of maintaining a positive attitude
- understand how to handle customer feedback and managing complaints
- understand the importance of continually improving

### Module summary:

#### Section 1 – The Irish Experience

- The Value of Tourism
- An Introduction to Fáilte Ireland’s 4 Programme Experience Brands

#### Section 2 - Exceeding Customer’s Expectations

- Types of Customers
- What Customers Want
- The Customer Journey
- Moments of Truth
- Model for Service Excellence
- The WOW Factor
- Storytelling – Bringing your Activity to Life
- The Seven Stars of Excellence

#### Section 3 – Maintaining a Positive Attitude

- Defining Attitude
- Staying Positive at Work
- Communicating a Positive Attitude
- How We Communicate
- Body Language

#### Section 4 – Handling Customer Feedback

- Types of Feedback
- Ways to Gather Feedback
- Handling Positive Feedback
- Dealing with Complaints Effectively

#### Section 5 – Continually Improving

- Understanding your own Personality Type and your Customer’s Personality Type and Interacting with Them
- Working Effectively as a Team
- Creating New Customer WOW’s

## Transport - Accredited Service Excellence

### Following this module, you will:

- understand the importance of Service Excellence and maintaining “Best in Class” levels of Service necessary to give your business the competitive edge and sustainability into the future
- understand the value of Tourism to Ireland
- become familiar with Fáilte Ireland’s four programme experience brands
- understand how to exceed your Customer’s expectations and offer excellent customer service
- understand the importance of maintaining a positive attitude
- understand how to handle customer feedback and managing complaints
- understand the importance of continually improving

### Module summary:

#### Section 1 – The Irish Experience

- The Value of Tourism
- An Introduction to Fáilte Ireland’s 4 Programme Experience Brands

#### Section 2 - Exceeding Visitor

- Expectations
- Types of Customers
- What Customers Want
- The Customer Journey
- Moments of Truth
- Model for Service Excellence
- The WOW Factor
- The Seven Stars of Excellence

#### Section 3 – Maintaining a Positive Attitude

- Defining Attitude
- Staying Positive at Work
- Communicating a Positive Attitude
- How We Communicate
- Body Language

#### Section 4 – Handling Customer Feedback

- Types of Feedback
- Ways to Gather Feedback
- Handling Positive Feedback
- Dealing with Complaints Effectively

#### Section 5 – Continually Improving

- Understanding your own Personality Type and your Customer’s Personality Type and Interacting with Them
- Working Effectively as a Team
- Creating New Customer WOW’s

## Café Culture: Coffee

Following this module, you will:

- become familiar with the origins and history of coffee
- understand how to use the different types of equipment and how it should be used
- learn how to make the perfect espresso
- understand the differences between steamed and frothed milk and how to prepare it
- become knowledgeable on the different styles of coffee
- learn how to make a selection of coffees
- UK version, available in English.



Module summary:

### Section 1 - The Story So Far...

- The Story So Far...
- From Past to Present
- The Coffea Plant
- The Beans
- Global Flavours
- Cut the Caffeine

### Section 2 - Tools of the Trade

- Tools of the Trade
- The Espresso Machine
- The Coffee Grinder
- The Barista's Kit

### Section 3 - The Perfect Espresso

- The Perfect Espresso
- Let's Get Brewing
- Four Steps to the Perfect Espresso
- Manual Extraction

### Section 4 - Milk

- Milk
- Steaming Milk
- Foaming Milk
- Which Milk?
- Dairy-Free Alternatives

### Section 5 - The Coffee Menu

- The Coffee Menu
- Classic Coffees
- Further Variations
- Make Some Classic Coffees
- Making Orders

### Section 6 - Latte Art

- Latte Art
- Prep Your Milk
- Three Basic Designs
- The Technique

### Section 7 - Caring for Your Equipment

- How to Clean Your Machine
- Cleaning the Group Heads
- How to Clean Your Grinder



## Café Culture: Counter Service

### Following this module, you will:

- be familiar with all the service skills and knowledge required to work in a cafe or coffee shop
- know how to effectively process orders manually and through electronic systems
- be able to correctly use a tray when serving customers
- know how to prioritise duties to work efficiently
- understand how to maintain a comfortable environment for customers
- know how to look after customers by tailoring the experience
- be able to deal with daily challenges such as customer complaints
- be familiar with some simple sales techniques
- UK version, available in English.

### Module summary:

#### Section 1 - Working in a Café

- Your Team
- Personal Presentation
- Your Customers
- Your Counter
- Processing Orders
- Carrying a Tray
- The 5 Priorities
- Your Queue
- Working Together

#### Section 2 - A Great Customer Experience

- Creating the Right Environment
- How We Communicate
- You and Your Customer
- Taking Care of Your Customers
- Tailoring the Customer Experience

#### Section 3 - Service that Sells

- Know What You're Selling
- Perfectly Presented Every Time
- An Eye for Detail
- Upselling and Suggestive Selling
- Making Orders
- Communicating to Sell
- Sell, Sell, Sell!
- Merchandise and Services

## Wine

### Following this module, you will:

- understand the difference between new and old world wines
- understand how to taste wine and identify the key characteristics of wine
- be able to present and serve wine to your customers
- be able to pair wine with food
- UK version, available in English. Localised version (law and language) available for US Federal.

### Module summary:

#### Section 1 - What is wine?

- What is Wine?
- Customer Expectation
- Wine Production
- Viticulture
- Vinification
- Other Factors Affecting the Taste of Wine

#### Section 2 - Wine styles

- Wine Styles
- Red, White and Rose
- White Wine Grape Varieties
- Red Wine Grape Varieties
- Rose Wine Grape Varieties
- Grape Varieties Activity

#### Section 3 - Wine Service

- Serving Wine
- Wine Temperature
- Wine Faults
- How to Serve Wine
- Good Wine Service

#### Section 4 - Tasting Wine

##### Step 1- Appearance

- Legs

##### Step 2- Nose

- How to Smell Wine
- The Aroma Wheel

##### Step 3- Palate

- Using Your Taste Buds
- Wine Tasting
- White Wine Tasting Notes
- Red Wine Tasting Notes
- Wine Tasting Notes
- White Wine Tasting Notes Activity
- Red Wine Tasting Notes Activity

#### Section 5 - Wine with Food

- Wine with Food
- Selecting Wine with Food
- Wine with Seafood
- Wine with Fish
- Wine with White Meat
- Wine with Red Meat
- Wine with Asian Food
- Wine with Cheese
- Wine with Dessert

## Creating Cocktails

### Following this module, you will:

- become familiar with the origins and history of cocktails
- understand the different types of equipment and how to use it
- become knowledgeable on the different techniques used when creating cocktails
- learn how to make a selection of classic cocktails

### Module summary:

#### Section 1 - The History of Cocktails

- Cocktails Through the Years
- In the Beginning
- Early 20th Century
- Prohibition
- The Post War Years
- 1970s
- 1990s
- 21st Century

#### Section 2 - Cocktail Equipment

- Cocktail Equipment
- Equipment
- Glassware
- Garnishes and Ice

#### Section 3 - Cocktail Methodology

- Building
- Shaking
- Stirring
- Muddling
- Layering
- Interpreting Recipes

#### Section 4 - Cocktail Production

- Cocktail Production
- Eight Classic Cocktails...An Insight
- Eight Classic Cocktails
- Cocktail Recipes

#### Section 5 - Cocktail Development

- Cocktail Development
- Categorising Cocktails
- Using your Senses
- Balancing Cocktails; Sweet, Sour, Strong, and Weak
- Balancing Cocktails: Balance of a Capirinha
- Balancing Cocktails Activity
- Flavour Matching
- Classic Combinations
- Design your Own Cocktail
- Working Flair

## Service that Sells

Following this module, you will:

- be able to identify the skill required to become an effective and confident sales person
- use the correct sales techniques and identify sales opportunities to upsell to your customers



Module summary:

### Section 1 - The Good Sales Person

- The Good Sales Person
- Presenting Yourself to Sell
- Presenting Yourself Activity
- Characteristics of a Good Sales Person
- The Sales Personality
- Your Personality
- Knowing Your Customers
- Communicating to Sell
- Say to Sell
- Saying to Sell
- Sell what you Say
- Selling what you Say
- Body Language that Sells

### Section 2 - Selling Your Product

- Selling your Product
- Gathering information
- Knowing your Product
- Features & Benefits
- Features & Benefits Activity
- Presenting your Product
- Eye for Detail Activity
- Sales Techniques
- Upselling and Suggestive Selling
- How to Sell
- Sales Techniques Activity
- Handling Objections
- Closing the Sale

### Section 3 - Sales Opportunities

- Sales Opportunities
- Maximising Sales
- How to Maximise Sales
- Tailoring the Customer Experience