



SUBJECT and GRADE	HOSPITALITY STUDIES GR 10	
TERM 4	Week 3	
TOPIC	Food and Beverage Service: Customer relations	
AIMS OF LESSON	You should be able to: • Sensitivity for culture, gender, age and disability. • Handling of children and people with special needs. • Sensitivity towards customer needs, friendliness, addressing customers and professional behaviour	
RESOURCES	Paper based resources	Digital resources
	• Textbooks and the activities in each section of Focus and Clever textbooks. • Previous question papers from your teacher.	• YouTube videos • See link in the activities column.
INTRODUCTION	• Staff that is well trained, helpful and well-presented is essential in providing a service that is both enjoyable and memorable. This service cannot be undermined as it can either break or make an establishment.	
CONCEPTS AND SKILLS	Customer relations	Can you answer these questions?
	Sensitivity for culture, gender, age and disability - Waiters should try to be respectful and mindful of the cultural behavioural and eating practices of their guests. - They need to exercise courtesy, professionalism and tolerance towards the different cultural groups.	• Explain why it is important to establish a professional behaviour towards guests. • Explain how the staff at a restaurant can ensure an enjoyable

	- Ladies are served before men irrespective of their age. - The elderly may require extra support and service from the waiters, and they should provide this service willingly. Handling of children and people with special needs. - Guests with special needs should be treated with extreme care and sensitivity. - Make no assumptions but rather ask if they need assistance especially those who are wheelchair bound. - Waiters must be discreet when help is offered and not draw the attention of other guests. - Children need patience and respect just like the adults do. - Small children should be served promptly as they became easily annoyed and irritated. Sensitivity towards customer needs, friendliness, addressing customers and professional behaviour - Guests should be treated in a friendly and respectable manner. - Service should be prompt and on time. - Try to accommodate guests' requests as far as professionally possible. - Body language should be kept in check and no ambiguous messages sent to guests. - Proper use of language and expression should always be professional and respectful.	• dining experience for guests. • List ways in which children and the elderly should be treated at a restaurant. • Discuss the points people staff in the hospitality industry should remember when dealing with people of different cultures. • Explain why it is important for waiters to know the ingredients in food items or dishes.
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ACTIVITIES/ASSESSMENT	• Summarise the chapter on customer relations • Complete the activities in your textbook. • Click on the link to watch videos below. https://www.youtube.com/watch?v=tWnaKsmQ6k8 https://www.youtube.com/watch?v=Zy1h49_L8ME https://www.youtube.com/watch?v=IBb6l6ANf4c
CONSOLIDATION	The following are important - Making guests feel welcome and provide a wonderful dining experience. - Proper dressing, speaking and behaviour towards guests - Keeping in mind the different cultures of guests. - Serving guests with special needs and the elderly. - Responding professionally towards people coming from different cultures.
VALUES	- Waiters are the front of an establishment; the first point of contact guests have with the restaurant and as such they need to present and sell the establishment well by how they present themselves. - They should be courteous and respectful to all the guests regardless of their physical or financial status. - Their behaviour should show tolerance towards the minority such as the elderly, children, and people with special needs.