

GUEST SERVICES ATTENDANT (NOC # 6672)

Job Definition¹:

A guest services attendant is an individual who provides service to guests at the main door and in the lobby of the accommodation property. Duties include assisting guests' arrival and departure, handling and storing luggage, valet parking, and assisting other departments such as housekeeping, front desk, food and beverage and security.

Additional Occupational Information²:

Guest services attendants are related to the NOC group entitled "Other Attendants in Accommodation and Travel (Except Airline Travel)". This unit group includes workers who carry hotel guests' luggage and escort guests to their rooms, carry travellers' luggage at railway stations and aboard ships, and clean and maintain public areas and passengers' rooms aboard ships and trains. They are employed by hotels, railway companies and water transport companies.

Overview:

This Occupational Language Analysis (OLA) presents Canadian Language Benchmarks (CLB) competencies and typical listening, speaking, reading and writing tasks performed at a competent level by guest services attendants. The tasks are illustrative only, and do not provide a complete sample of what a guest service attendant does on the job. Other essential skills such as numeracy and computer skills are beyond the scope of the OLA. The OLA was validated by a panel of people employed in the occupation and by CLB experts. It was developed by CLB experts using three key resources:

- the *Canadian Language Benchmarks 2000*, Centre for Canadian Language Benchmarks and Citizenship and Immigration Canada
- the National Occupational Standards for Guest Service Attendant, Canadian Tourism Human Resource Council
- the Essential Skills Profile for Guest Services Attendant (NOC 6672), Canadian Tourism Human Resource Council

For a more complete picture of the competencies that are needed to perform this occupation, refer to these source documents.

¹National Occupational Standards for the Canadian Tourism Industry: Guest Services Attendant, Canadian Tourism Human Resource Council, ² Essential Skills Profile for Guest Services Attendant (NOC 6672), Canadian Tourism Human Resource Council

How to Read this Occupational Language Analysis:

The titles, numbers and sequence of categories are based on the *Canadian Language Benchmarks 2000*, which address four major skill areas Speaking, Listening, Reading and Writing. CLB competencies (language descriptors) are entered at the left margin and followed by a number indicating the benchmark level (1 - 12) for each competency. Sample occupational tasks (work/task descriptors)drawn from the Essential Skills Profile or the National Occupational Standards are indented and italicized underneath each competency and referenced to their source, as follows:

Task Source	Reference	Example	
Essential Skills Profile	ES + the first letters of the profile section	(ES-DU) = Essential Skills Profile, Document Use section	
National Occupational Standard	NOS + the section/subsection	(NOS-B2.5) = National Occupational Standard, Major Category B, Skill 2; Subskill 5	

Comparative Ratings:

The following chart compares typical and most complex essential skills ratings for guest services attendants, based on the Essential Skills Profile, to the corresponding range of CLB ratings, as suggested in the *Canadian Language Benchmarks and Essential Skills Comparative Framework*³. These are general ranges and there may be some language tasks that fall outside of this range.

Skill Area	Typical		Most Complex	
	Essential Skills	CLB	Essential Skills	CLB
Speaking	1 - 2	5 - 8	1 - 2	5 - 8
Listening	1 - 2	5 - 8	1 - 2	5 - 8
Reading	1 - 3	3 - 9	4	10
Writing	1 - 2	4 - 7	3 - 4	8 - 9

Common Conditions of Communication:

Condition	on Description	
Purpose	 providing customer service; taking/giving direction; documentation 	
Audience	- customers; one-on-one; group interaction; co-workers	
Context	 physical context is immediate and predictable but the pace of the work and the, number, variety and needs of customers can vary greatly 	
Торіс	 typically familiar, concrete topics; often repetitive; 	
Mode	 typically face-to-face; often phone/radio contact; some computer 	

³ Canadian Language Benchmarks and Essential Skills Comparative Framework, Centre for Canadian Language Benchmarks, 2005

Skill: Speaking

I. Social Interaction

Interpersonal Competencies

Greet, introduce self and ask about the other person. (CLB 3)

- □ greet guests (ES-OC)
- Open, close and respond to short casual small talk. (CLB 4)
 - initiate small talk, e.g., weather, sports, local events (NOS-C2.1)

Take leave appropriately. (CLB 4)

- before leaving, ask guest if there is anything else you can help with; give your name and number to guest for further assistance (NOS – C3.2)
- □ thank guest for staying at property; wish guest a pleasant journey (NoS-C4.1)

Extend, accept or decline an invitation or offer. (CLB 5)

- □ offer to carry luggage (NOS-A1.5)
- accept gratuity graciously and thank guest (NOS-A5.1)

Express and respond to compliments or congratulations. (CLB 5)

□ recognize and encourage individual strengths; give praise and constructive feedback (NOS-A2.2)

Open, maintain and close a short routine formal conversation. (CLB 6)

point out property facilities and services when escorting guests to room; showing room to guests (NOS-C3.1)

Make or cancel an appointment or arrangement. (CLB 6)

- □ make bookings on guest's behalf, e.g. for tours, dinner or show tickets (NOS-C3.3)
- arrange for rental car, limousine or taxi service; secretarial services; babysitting or pet care (NOS-C3.3)

Express/respond to apology, regrets and excuses. (CLB 6)

- acknowledge concern; apologize for inconvenience (NOS-C3.9)
- □ [in the event of a property error] apologize immediately to guests involved (NOS-C3.8)

Express and respond to gratitude, appreciation, complaint, disappointment, dissatisfaction, satisfaction and hope. (CLB 7)

handle guest concerns; acknowledge concern; obtain facts; thank guest for voicing concern; take appropriate action (NOS-C3.9)

Respond to a minor conflict or complaint. (CLB 8)

- □ deal with angry or dissatisfied guests in a range of situations (ES-OC)
- handle angry guests who are [for example] concerned about noise in the hallway or who do not have reservations; discussing the problem, finding them a room or through some compensation (ES-T)

Conversation Management

Encourage conversation by adding supportive comments. (CLB 6)

□ make polite conversation if guests are receptive (NOS-D2.1)

Manage conversation. Check comprehension. (CLB 8)

- ensure verbal and nonverbal messages reinforce each other (NOS-B.1.3)
- □ paraphrase or ask questions to: confirm facts; clarify message (NOS-B1.5)

Use a variety of strategies to keep conversation going. (CLB 8)

- vary tone, inflection, volume and speed, considering: intent of message; needs of listener (NOS -B1.3)
- choose words appropriate to the listener, e.g., avoid industry jargon when speaking to guests (NOS-B.1.3)

Phone Competencies

Answer the phone briefly according to the situation. (CLB 5)

answer telephone promptly; smile when speaking; use natural voice and speak distinctly; greet caller; offer assistance (NOS-B2.1)

Take live phone messages with five to seven details. (CLB 7)

- □ record names, dates, times, telephone numbers or special requests (NOS-B2.1)
- record message, including: date and time of call; name of caller and company name; area code and telephone number; brief description of needs; your name and initials(NOS- B2.2)
- verify accuracy of information with caller, e.g., read back telephone number and spelling of name (NOS-B2.2)

Carry on a brief phone conversation in a professional manner. (CLB 8)

Deplace call on hold, if necessary: ask caller's permission; transfer call, if necessary (NOS-B2.1)

II. Instructions

Give a set of instructions dealing with simple daily actions and routines where the steps are not presented as a point-form sequence of single clauses. (CLB 6)

interact with co-workers or with those you supervise, direct to instruct, instill understanding (ES-OC)

Give clear instructions and directions related to moderately complex familiar technical and non-technical tasks. (CLB 7)

- □ give guests directions (ES-OC)
- direct guest to registration area (NOS-C2.1)
- □ direct guest to room (NOS-C2.1)

III. Suasion (Getting Things Done)

Ask for, offer, and accept assistance. (CLB 3)

- ask for help, if required (NOS A2.2)
- offer telephone number or to make reservations (NOS-C3.5)

Call for emergency assistance. (CLB 5)

- □ [in case of fire] notify front desk and/or fire department (NOS-G1.2)
- a call security and emergency response team in any dangerous situation (NOS-G1.1)

Make a simple formal suggestion; provide reason. (CLB 6)

- offer extra services and amenities, for example: safety deposit box; laundry services; items available to guests; mini bar service (NOS-C3.2)
- advise guest to secure valuables in trunk (NOS-E1.8)

Make a verbal request for an item. (CLB 6)

- □ call around and get assistance in house...(ES-TS)
- advise front desk of room status if touch-up required (NOS-E1.14)

Make an extended suggestion on how to solve an immediate problem or make an improvement. (CLB 7)

politely inform guest of how situation may be avoided in future, if applicable, e.g. use "do not disturb" sign to prevent cleaning staff from entering a room (NOS-3.8)

Indicate problems and solutions in a familiar area. (CLB 8)

 identify concern [e.g., if room is not satisfactory], contact front desk to determine alternatives; explain alternatives to guest (NOS-C3.2)

IV. Information

Presentations

Relate a detailed sequence of events from the past; tell a detailed story, including reasons and consequences. (CLB 6)

□ for medical emergencies...communicate to other departments, inform management, provide input to prevent reoccurrence (NOS-G1.2)

Describe and compare people, places etc. (CLB 6)

- point out room features, if required, for example: television, video check-out, thermostat, mini bar (NOS-C3.2)
- **u** greet tour guests and give them a short orientation to the hotel and hotel amenities (ES-OC)

Describe, compare and contrast in detail two events, jobs or procedures. (CLB 7)

a make referrals for services outside department/property, provide information, make recommendations (NOC-C3.5)

Interaction One-on-One

Ask for and provide information related to routine daily activities (e.g., personal, family, others, work). (CLB 5)

- communicate guests' needs to those who will act on them, such as communicating guest requests for wake up calls to the hotel operator (ES-OC)
- □ talk to suppliers to order special buses to transport guests (ES-OC)
- provide information about services, e.g. contact name, extent of services, hours or operation, location (NOS-3.5)
- inform tour director of luggage count.(NOS-C4.2)

Ask for and provide detailed information related to personal needs, varied daily activities and routine work requirements. (CLB 7)

- provide information to guests about various sites, including closing and opening times (ES-OC)
- □ communicate information to team-members (NOS-A2.2)
- □ notify door attendant of group arrival times (NOS-C2.2)
- discuss tour details with tour director, for example: room numbers; room changes; departure date; time of luggage pull; meal times (NOS-C2.3)

Ask for and/or provide detailed information related to personal needs, varied daily activities and routine work requirements. (CLB 8)

- **□** [promote] tourism...provide complete and accurate information (NOS-A4.2)
- share knowledge, feelings and pride, thus encouraging guests to experience what local area, zone/region, province/territory and country have to offer (NOS-A4.2)

Discuss options. (CLB 8)

- offer alternate sources if request cannot be fulfilled (NOS-C3.3)
- □ make recommendations or suggest alternates, if asked (NOS-C3.5)

Interaction in a Group

Participate in a small group discussion/meeting on non-personal familiar topics and issues: express opinions, feelings, obligation, ability, certainty. (CLB 6)

- present information to a small group to provide/receive information; to instruct, instill understanding, knowledge (ES-OC)
- □ participate in daily briefings and discussions with co-workers (ES-WWO)
- □ attend staff meetings (NOS-D1.5)

Participate in a small group discussion/meeting: express opinions and feelings; qualify opinion, express reservations, approval and disapproval. (CLB 7)

participate in group discussion, to provide/receive information, explanation, direction; to coordinate work with that of others; to exchange information, opinions; to persuade (ES-OC)

Skill: Listening

I. Social Interaction

Identify verbal and non-verbal details of social exchanges, including styles of greetings, leave-taking and introductions. (CLB 3)

- smile; make eye contact; approach guest in a relaxed manner (NOS-C1.1)
- ensure verbal and nonverbal messages reinforce each other (NOS-B1.3)
- establish eye contact: be sensitive to cultural differences when making or maintaining eye contact (NOS- B1.5)

Identify specific factual details and inferred meanings in dialogues of casual small talk, introductions, leave-taking, and in short phone calls. (CLB 4)

- Listen for name at front desk (NOS-C2.1)
- □ contact front desk to confirm availability (NOS-D2.1)

Identify specific factual details and inferred meanings in dialogues containing openings and closings, making and cancelling of appointments, apologies, regrets, excuses, problems in reception and communication. (CLB 6)

□ make bookings on guest's behalf, e.g., for tours, dinners or show tickets (NOS- C3.3)

Identify mood/attitude of participants. (CLB 6)

- □ [observe, interpret] body language, e.g. posture, handshake, eye contact, gestures, facial expressions (NOS-B1.7)
- □ supply further details...if guests show interest (NOS-C3.1)

Identify stated and unspecified details, facts and opinions about situation and relationship of participants containing expression of and response to gratitude and appreciation, complaint, hope, disappointment, satisfaction, dissatisfaction, approval and disapproval. (CLB 7)

- ask guest if room is satisfactory: if not, identify concern, e.g., smoking/non smoking, bed size (NOS-C3.2)
- listen to guest: discuss concern in private area; empathize with guest; obtain facts, e.g. where and when problem took place (NOS-C3.9)
- □ respect speaker's feelings and opinions (NOS-B1.5)

II. Instructions

Follow sets of sequentially presented four- to five-clause everyday instructions and directions relating to movement and position in space, manner, frequency and duration. (CLB 4)

- clarify instructions with guest or front desk; (e.g.) room number...mode of transportation; number of bags to be brought down (NOS-C4.1)
- carry out guest's instructions regarding delivery, e.g. deliver to room or tag and store for delivery later (NOS-F1.3)

Understand sets of instructions related to simple technical and non-technical tasks. (CLB 7)

- □ follow instructions, for example: make or program wake-up calls; deliver items; assist room service; collect mail (NOS-E1.10)
- clarify instructions with guest or front desk: obtain required information before going to room to pick up luggage: room number, name of guest; mode of transportation; number of bags; special disbursements, if any (NOS-C4.1)

Understand simple directions on the phone. (CLB 7)

- record [phone] message, including: date and time of call; name of caller and company name...brief description of needs...(NOS-B2.2)
- use pager, cellular telephone or two-way radio (NOS-B3.1)

III. Suasion (Getting Things Done)

Demonstrate comprehension of details and speaker's purpose in suggestions, advice, encouragements and requests. (CLB 6)

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□ fulfill requests, for example: make bookings...arrange for rental car...NOS-C3.3)

Demonstrate comprehension of details and speaker's purpose in directive requests, reminders, orders and pleas. (CLB 7)

- determine guest's needs, e.g., ask for detail (NOS-C3.3)
- determine type of service needed; time limits or deadlines (NOS-C3.5)
- accept direction (NOS-A1.4)

IV. Information

Demonstrate comprehension of the gist, factual details and some inferred meanings by listening to a descriptive or narrative text. (CLB 5)

- **□** [contact] information services: local publications, e.g. brochures; tourism bureaus, visitor services information (NOS-C3.4)
- attend staff meetings [to] keep up to date on changes in house policies (NOS-D1.5)

Identify main ideas, supporting details, statements and examples in a descriptive or narrative presentation, or in a group interaction (e.g., meeting, discussion). (CLB 6)

- □ be a team player...be receptive to new ideas and feedback (NOS-A2.2)
- participate in group discussion; to seek, obtain information; to discuss (exchange information, opinions) (ES-OC)

Skill: Reading

I. Social Interaction Texts

No communication tasks for this category were found in the source documents. These tasks may, in fact, exist for this occupation and will require individual assessment in each work context.

II. Instructions

Follow a set of written instructions on 10- to 13- step everyday procedures related to simple technical and non-technical tasks. (CLB 7)

- □ read…policy or procedure changes (ES-RT)
- □ read reports, such as policy documents, to provide feedback (ES-RT)
- a read manuals...to understand to learn, to critique or evaluate (ES-RT)

Follow formal instructions of advisory, instructional texts, and instructions for a familiar process/procedure that require integration of several pieces of information. (CLB 9)

- **u** read the employee handbook, standards, equipment manuals and travel information (ES-RT)
- □ read training manuals...(ES-RT)

III. Business/Service Texts

Find information in formatted texts: forms, tables, schedules, directories. (CLB 3)

- **u** read luggage, parking and valet tags, lobby signs and reader boards (ES-DU)
- scan labels on luggage tags for information (ES-RT)
- compare ticket numbers with claim tickets on luggage (NOS-C4.1)

Find information in formatted texts: forms, tables, schedules, directories. (CLB 4)

- check claim ticket for special disbursements, e.g. frozen packages (NOS-C4.1)
- □ read reports such as arrival/departure reports or late check-out reports (ES-DU)
- □ look up information in phone books (ES-DU)
- scan checklists during the shift for inventory, checking-in and posting (ES-DU)

Get information from short business brochures, notices, form letters and flyers. (CLB 4)

- scan brochures to give directions and provide information to guests (ES-DU)
- □ read notes, letters from guests and memos for information (ES-RT)
- □ read bulletins and memos, to keep up to date on changes to house policies (NOS-D1.5)

Identify factual details and some inferred meanings in moderately complex business/service texts, including formatted texts. (CLB 5)

 read bus, shuttle bus and airline schedules, to provide information to guests and to determine if there have been any changes (ES-DU)

- a read weather and ski reports, for example, to check the wind for sailing or to check road conditions (ES-DU)
- a read rooming and Very Important People (VIP) lists and special needs lists, for example for the disabled (ES-DU)
- □ read guest comment forms and room change slips (ES-DU)

Identify factual details and some inferred meanings in moderately complex texts containing advice, requests, specifications. (CLB 6)

- □ read convention agendas to obtain information and make decisions (ES-DU)
- [read] other types of reports, e.g., property occupancy; arrivals/departures; VIP lists; schedules; daily, weekly and monthly reports (NOS-E1.6)

Locate three or four pieces of information in moderately complex formatted texts. (CLB 7)

- read function sheets in order to obtain information about the functions being held in the hotel [e.g.], location, time, type of function and the number of people involved (ES-DU)
- use daily function sheets: identify details about activities and functions, for example: location; date and time; contact name; number of people attending; services to be provided (NOS-E1.6)

Identify factual and inferred meanings in written proposed solutions, recommendations and proposals; and in statements of rules, regulations, laws and norms of behaviour. (CLB 8)

- read manuals, specifications, regulations, to scan for specific information, skim for overall meaning, understand and learn or critique and evaluate (ES-RT)
- □ read reports, such as policy documents, to provide feedback (ES-RT)
- a read the employee handbook, standards, equipment manuals and travel information (ES-RT)
- □ read employee's handbook (NOS-A6.1)

Obtain information for key work/business tasks by locating and integrating several pieces of information in complex prose texts and formatted texts. (CLB 9)

 refer to training manuals in order to refresh and update themselves on aspects of the job...synthesize information and understand the many parts of the job and manual (ES-RT)

IV. Informational Texts

Get the gist, key information, and important detail of simple explicit one- to two-paragraph texts. (CLB 3)

- □ read entries in the log book made by other staff in order to obtain information (ES-RT)
- read messages at beginning of shift to be aware of events from previous shift (NOS-É1.3)

Get the gist, key information and important detail of simple, explicit two- to three-paragraph texts (e.g., news articles, educational/content materials, stories). (CLB 4)

□ read newspapers in order to answer guest inquiries about current events or sports (ES-RT)

Demonstrate comprehension of a two- or three-paragraph moderately complex descriptive or narrative text on a familiar topic. (CLB 5)

- read memos, newsletter or electronic mail (e-mail) for announcements, policy or procedure changes and information on promotion and events (ES-RT)
- [obtain information from] information services: local publications, e.g. brochures; tourism bureaus, visitor services information (NOS-C3.4)

Demonstrate comprehension of standard maps, basic diagrams, basic graphs. (CLB 5)

interpret the hotel floor plan and maps of the city, province and world (ES-DU)

Show comprehension of a one-page moderately complex descriptive/narrative text on a familiar topic. (CLB 6)

□ read incident reports which describe confidential information to understand or to learn (ES-RT)

Information Literacy/Reference and Study Skills Competencies

Access and locate information through tables of content, indexes and glossaries. (CLB 5)

□ read the employee handbook, standards, equipment manuals and travel information (ES-RT)

Access and locate three or four pieces of information in on-line electronic reference sources (e.g., World Wide Web, library databases), if available, or from print reference sources. (CLB 7)

□ locate legislation, e.g. locate in library (NOS – A6.1)

Skill: Writing

I. Social Interaction

No communication tasks for this category were found in the source documents. These tasks may, in fact, exist for this occupation and will require individual assessment in each work context.

II. Recording/Reproducing Information

Copy short texts to record information for personal use, or to complete tasks, or to learn information. (CLB 4)

- **b** be aware of external services available, e.g. information services; cultural events (NOS-C3.4)
- provide information about services, e.g. contact name, extent of services, hours of operation, location (NOS-C3.5)
- □ know telephone numbers and extensions for housekeeping, security, front desk...INOS-D1.2)

Take live phone messages, voice mail messages or pre-recorded information with five to seven details. (CLB 5)

record [phone] message, including: date and time of call; name of caller and company name; area code and telephone number; brief description of needs; your name or initials; verify accuracy of information...(NOS-B2.2)

III. Business/Service Messages

Convey simple business messages as written notes. (CLB 4)

- write notes to track records of special requests and assignments or to justify busy times (ES-W)
- issue vouchers for valet parking, miscellaneous charges, taxis or other amenities (ES-DU)

Fill out forms. (CLB 5)

- □ fill in forms featuring checklist of daily tasks (ES-DU)
- tag luggage, noting on claim ticket: guest's name and room number; number of bags; indicate that luggage is for check-in (NOS – C2.1)
- a fill out parking pass: guest room number; make of vehicle; license number; any damage to vehicle...(NOS-E1.8)

Convey business messages as written notes. (CLB 5)

- u write notes, electronic mail messages or faxes in order to communicate information (ES-W)
- □ send and receive e-mail (ES-OC)

Convey business messages as written notes. (CLB 6)

- record shift information as required, for example: requests from guests or employees; maintenance requests; cleaning requests; security concerns; difficulties with guests; reminders (NOS-E1.3)
- ensure information recorded is clear, legible and complete (NOS-E1.3)
- use correct grammar, spelling, punctuation and titles; language appropriate to purpose (NOS B1.6)

Fill out moderately complex forms. (CLB 6)

- □ fill in courier waybills (ES-DU)
- □ total amounts on credit/debit slips, courier waybills and purchase orders (ES-N)
- □ fill in incident, accident and lost luggage report forms (ES-DU)
- □ fill in purchase orders, credit/debit slips for guest purchases and paid-out slips (ES-DU)

Convey business messages as written notes to pass on routine information, make requests, or respond to recommendations and warnings. (CLB 7)

- use format suited to purpose, e.g. log book, personal note (NOS-B1.6)
- use clear and concise language; correct grammar, spelling, punctuation and titles; language appropriate to purpose (NOS-B1.6)
- write log book entries varying from a few lines to a full page to provide information from the previous shift, such as delayed luggage and special requests, such as a room requiring urgent cleaning or a guest requesting a newspaper (ES-W)

Convey business messages as written notes, memoranda, letters of request, or work record log entries, to indicate a problem, to request a change, or to request information. (CLB 8)

• write memos and letters to co-workers or guests (ES-CU)

IV. Presenting Information and Ideas

Write two or three paragraphs to narrate a familiar sequence of events from the past; to tell a story; or to provide a detailed description, comparison. (CLB 7)

- write incident reports to keep a record, inform and communicate information (ES-W)
- write workers' compensation reports (ES-W)

Write three or four paragraphs to narrate a historical even; to tell a story; to express or analyse opinions on a familiar abstract topic; or to provide a detailed description and explanation of a phenomenon or a process. (CLB 8)

• write an analysis of an occurrence for legal purposes (ES-W)

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