

# DACUM Competency Profile for Certified Hospitality Specialist

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Certified Hospitality Specialist is one who implements and directs the activities of hospitality staff by facilitating and coordinating operational procedures to create an optimal guest experience that exceeds expectations.

| <b>Duties</b> |                                       | <b>Tasks</b>   |   |   |  |
|---------------|---------------------------------------|--|---|---|--|
| <b>A1</b>     | Provide Guest Services - General      | A1-1 Monitor implementation of customer service department standards | A1-2 Conduct property quality assessment                | A1-3 Resolve guest complaints                                 | A1-4 Ensure special requests are met                       |
|               |                                       | A1-5 Ensure guest communication (computer, fax, etc)                 | A1-6 Monitor V.I.P. protocols                           | A1-7 Implement emergency response procedures                  | A1-8 Monitor spa pool activities/services                  |
|               |                                       | A1-9 Monitor food service activities                                 | A1-10 Ensure dissemination of property information      | A1-11 Update information on area attractions/activities       |  |
| <b>A2</b>     | Provide Guest Services - Front Office | A2-1 Follow up on each guest complaint to ensure resolution          | A2-2 Monitor reservation process                        | A2-3 Monitor check in/out process                             | A2-4 Monitor & audit PBX standards                         |
|               |                                       | A2-5 Monitor luggage handling  | A2-6 Maintain efficient and friendly valet lot services | A2-7 Ensure knowledgeable concierge service                   | A2-8 Monitor quality of referrals & use of outside vendors |
| <b>A3</b>     | Provide Guest Services - Housekeeping | A3-1 Monitor quality of guest room cleanliness                       | A3-2 Monitor quality of public area cleanliness         | A3-3 Ensure guest requests are handled according to standards | A3-4 Monitor guest laundry services                        |
|               |                                       | A3-5 Monitor standards of staff conduct                              | A3-6 Monitor lost & found policies                      | A3-7 Monitor & communicate guest room status & inventory      | A3-8 Inspect quality of linens                             |
|               |                                       | A3-9 Monitor internal laundry services                               | A3-10 Monitor product quality of service providers      | A3-11 Inspect housekeeping caddies                            |  |
| <b>B</b>      | Organize Department Staff             | B-1 Schedule department staff  | B-2 Determine daily occupancy                           | B-3 Modify daily staffing                                     | B-4 Conduct pre-shift staff meeting                        |
|               |                                       | B-5 Delegate daily assignments                                       | B-6 Conduct pre-shift grooming inspection               | B-7 Facilitate shift to shift communication                   | B-8 Review daily group resumes                             |
|               |                                       | B-9 Monitor completion of daily checklists                           | B-10 Maintain productivity standards                    |   |  |

**C**

Perform Administrative Functions

|  |  |  |  |
|--|--|--|--|
| C-1 Review & complete daily communication & checklists | C-2 Monitor cash banks                             | C-3 Generate, review & update labor/productivity reports         | C-4 Monitor daily labor report               |
| C-5 Generate department specific reports               | C-6 Participate in property meetings               | C-7 Process employee personal action forms (vacation, sick, etc) | C-8 Maintain department par levels           |
| C-9 Maintain in-house supplies                         | C-10 Initiate purchase orders for external vendors | C-11 Provide employee counseling (work & personal)               | C-12 Initiate employee discipline procedures |
| C-13 Participate in interview process                  | C-14 Conduct employee reviews                      | C-15 Conduct product cost comparisons                            | C-16 Prepare action plans                    |

**D**

Provide Employee Training

|   |  |   |  |
|---|--|---|--|
| D-1 Provide departmental orientation          | D-2 Provide job specific one on one training | D-3 Monitor adherence to customer service standards                           | D-4 Monitor & update certification maintenance (health & safety) |
| D-5 Update & disseminate property information | D-6 Conduct group training sessions          | D-7 Generate & maintain employee communication (bulletin boards, newsletters) | D-8 Provide cross training opportunities                         |

**E**

Provide Safe & Secure Environment

|   |  |  |  |
|---|--|--|--|
| E-1 Ensure confidentiality & guest privacy                        | E-2 Provide for the safety & protection of guest's valuables             | E-3 Implement secure cash handling procedures      | E-4 Maintain key control system          |
| E-5 Implement emergency procedures & disaster contingency program | E-6 Monitor safety & security systems (extinguishers, flashlights, etc.) | E-7 Complete property security inspection          | E-8 Conduct hazard & safety walk-arounds |
| E-9 Monitor OSHA standards  | E-10 Monitor safe/sanitary working procedures & programs                 | E-11 Maintain complete inventory of emergency kits |  |

**F**

Provide Sales & Marketing Services

|   |                                    |   |                               |
|---|------------------------------------|---|-------------------------------|
| F-1 Retain key accounts                                   | F-2 Acquire new accounts           | F-3 Provide sales information upon request                | F-4 Maintain contact database |
| F-5 Coordinate meeting functions & facilities with groups | F-6 Monitor onsite group functions | F-7 Ensure public presence & relations in local community | F-8 Create sales materials    |
| F-9 Recommend marketing opportunities                     | F-10 Shop the competition          |   |                               |

**G**

Participate in Professional Development

|  |  |  |   |
|--|--|--|---|
| G-1 Participate in guest service training        | G-2 Participate in diversity training            | G-3 Participate in teambuilding training         | G-4 Participate in leadership training      |
| G-5 Participate in coaching skills training      | G-6 Participate in emergency response training   | G-7 Participate in conflict resolution training  | G-8 Participate in public speaking training |
| G-9 Participate in meeting facilitation training | G-10 Participate in interviewing skills training | G-11 Participate in budgeting & finance training | G-12 Maintain professional certifications   |

### **Future Trends/Concerns**

- Increasing health-safety-environment regulations
- Expanding and new technology and materials
- Increased attention to profitability & productivity
- Increased educational levels for workers
  
- Liabilities - legal and ethical
- Work redesign - safety and efficiency
- Attention to quality control
- Worker supply is decreasing with expanding industry
- Qualified new employees
- Improved security methods
- Ensure retention of qualified employees
- Increased accountability & ongoing development
- Attention to competition (old & new)
- Bonuses/incentives for employee
- Increased participation in stock option programs
- Aging population
- Change in work ethic toward less commitment
- Confidentiality
- Cross training to multiple job roles
- Decreasing dedication
- Decreasing resources
- Emerging roles of workers
- Expanding responsibilities
- Freezing wages
- High employee turnover
- Increased cultural awareness
- Increased regulations
- Increased work load
- Increasing workforce who speak English as second language
- Job security
- Lack of recognition
- Legal issues
- Multilingual
- Resistant strains
- Safety
- Short staffing
- Staff to guest ratios

### **General Knowledge and Skills**

- American Disabilities Act
- OSHA regulations
- First-aid procedures (CPR)
- Sanitizing chemicals
- Safety procedures
- Computer software basics
- Property and area (community)
- Forecasting business trends
- Hospitality industry
- Phone etiquette
- Inventory control
- Security procedures

- Sales and marketing strategies
- Market research
- Hospitality law compliance
- Yield management
- Budgeting process
- Communication (verbal & written)
- Reading
- Problem solving
- Crisis management
- Time management
- Record keeping
- Interpersonal
- Math (basic)
- Keyboarding skills
- Computer skills
- Organizational skill
- Filing
- Office equipment
- Public speaking-comfort in front of group

- Team Building
- Critical thinking
- Conduct meetings
- Multi-tasking
- Interpersonal relations
- Workplace safety standards
- Interviewing skills
- Diversity
- Financial/budgeting

### **Tools, Equipment, Supplies, & Materials**

- Computer
- Cash registers
- Vacuum cleaners
- Washers
- Dryers
- Laundry carts
- Maid carts
- Iron/ironing board
- Folders
- Time clocks/cards
- Buckets
- Mops
- Brooms
- Dusters
- Rags
- Chemicals
- Gloves
- Uniforms/tags
- Room racks
- Function boards
- Mail supplies
- VCR
- Time stamps
- Refrigerators
- Safe
- Phone
- Safety deposit boxes
- Mail boxes
- Keys

- Key racks
- Sheets
- Linens
- Forms
- Calculator
- File cabinets
- Printer
- PBX
- Copier
- Fax
- General office supplies
- TV
- Hair dryers
- Coffee makers
- Smoke machines

### **Traits and Character**

- Reliable
- Good listener
- Good personal hygiene
- Energetic
- Willing to learn
- Patient
- Conscientious
- Organized
- Self starter
- Positive attitude
- Empathetic
- Courteous
- Team player
- Takes initiative
- Willing to share knowledge
- Flexible
- Dependable
- Friendly
- Trustworthy
- Meticulous
- Ethics/integrity
- Adaptable
- Service passion
- Career oriented
- Professional
- Motivator
- Unbiased
- Works well under pressure

### **Acronyms**

- CLIA California ????
- WAVE ????
- CEUs

