

KIRKUS

REVIEWS

TITLE INFORMATION

HOSPITALITY MANAGEMENT

Pont, Lyn

iUniverse (276 pp.)

\$21.95 paperback, \$4.99 e-book

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BOOK REVIEW

Practical advice on etiquette for workers in the hospitality industry.

In this debut work, Pont, an HR professional who helps hospitality associates in customer service, offers countless tips and techniques for making the best public impression. Pont addresses appropriate and inappropriate behaviors and personal presentation in virtually every situation: interacting with one's team members, behaving properly at celebrations, appropriate use of email, telephone etiquette, writing professional correspondence, dressing correctly, how to act when traveling on business, dealing with special situations such as rude guests and celebrities. She even covers dining etiquette, including a helpful rundown of cutlery, plates, glasses, napkins, "how to eat difficult foods," and a very useful list of "frequently asked dining questions." In addition to sensible advice about everyday behavior, the book's sensitivity should instill an attitude of service and even compassion in every reader. For example, the chapter titled "Hosting Guests Who Have Disabilities," while short, identifies correct interactions with the disabled: e.g., "Even if your guest has brought an assistant, speak directly to your guest, never to the assistant or interpreter." Similarly, a "Global Etiquette" chapter concentrates on "multicultural awareness," with such essentials as international body language, gestures and handshakes, international business card protocol, and international gift giving. In a chapter on celebrations, the author discusses not just the typical weddings and graduations, but helpfully includes specific information about different religious celebrations, including baptisms, christenings, Jewish newborn ceremonies, Islamic newborn ceremonies, and confirmations. Pont writes with clarity and in a direct style that makes her book suitable for every level of hospitality worker, from a housekeeping attendant on up to a manager. Each chapter is subdivided into sections, while plenty of bulleted lists enhance readability. In closing, the author paraphrases advice from the CEO of Hilton Hotels Corporation. "Be the person who cultivates an incredibly positive guest, team and brand experience," Pont writes. "Be the person who has a responsibility, not just a job."

Simple, sensible, and well-crafted advice for any hospitality worker.