

# FPHP Bulletin

HOT & TOUR NEWSLETTER  
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## COLOURS OF HOSPITALITY; FACULTY HAPPENINGS 2024

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Faculty of Hotel & Tourism Management  
Universiti Teknologi MARA  
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## COLOURS OF HOSPITALITY; FACULTY HAPPENINGS 2024

### TIPS FOR REMARKABLE HOSPITALITY – COMMUNICATING EFFECTIVELY WITH THE VVIP

BY: AIDA KHALIDA MOHAMED IDRIS &  
DR. SURIA SULAIMAN



On the 28th of June 2024, the class of PHM2403A were delighted to have the opportunity on having firsthand knowledge from the communications maestro, En. Kamarul Baharin Haron. As part of the collaborative teaching requirements, the codes involved are HTH 356 (Premier Service), HTH500 (Hospitality Service Management) and HTH 566 (Hotel and Design Layout). It is crucial since the codes involved in teaching good communication between the stakeholder and shareholder in the hospitality industry. En. Kamarul Baharin

Haron, for those who might have known or heard of his name is the former Editor-in-Chief and Anchor of Astro Awani of which his best achievements were leading Astro Awani into the digital era and breaking the norms of talk show anchoring culminating in the highest ever live Malaysian TV and online ratings for the 14th General Election coverage.

According to the speaker, communication in our daily lives plays a vital role for everybody in delivering the message to the guests or clients. Effective communication is essential for hospitality students, as it supports all aspects of their professional interactions and service delivery in the hospitality industry.

Clear and empathetic communication increases guest satisfaction by ensuring that needs and preferences are understood and met accurately. It also promotes positive teamwork and collaboration among staff, which is essential for the smooth operation and delivery of a seamless guest experience.

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The best tip is to apply the CCC rule of thumb- charismatic communicator, be a conversationalist and charming storyteller. Mastering communication skills helps hospitality students build strong relationships with both guests and colleagues, resolve conflicts effectively, and adapt to diverse cultural expectations, all of which are essential for excelling in a dynamic and customer-centric environment.

By inviting the professional speaker with vast knowledge and experiences, it is hoped that the students gained as much knowledge as possible to prepare them for their future endeavors.



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