

# Responsible Consumption and Production

## Training at tourist accommodation



One planet  
handle with care



Report to UNEP One Planet Programme Year 2019

Dr Christopher Warren, Director International Centre for Responsible Tourism – Australia



**‘My Green Butler’ training of cast members at Disneyland Paris. The training content explains how to conserve resources and persuade guests to save (photo: Disneyland Paris) Please note this photograph can not be reproduced without permission.**

*This report summarises training framework undertaken by the International Centre for Responsible Tourism – Australia to deploying the sustainable hospitality solution ‘My Green Butler’ which is a social technology innovation (SDG 9), and system changes that go into implementing responsible consumption and production (SDG12) within their tourist accommodation.*

Training is a critical component of our SCP initiative. The International Centre for Responsible Tourism – Australia, therefore, has devised a detailed training programme which contains:

- Tailored content based on a site audit
- Practical activities which permit participants to see consumption measured in real-time
- Team activities, role play and individual assessments
- Additional training is ongoing to management using the high-resolution data output reports

The structured programme was delivered to:

- Amora Jamison Hotel Sydney – NSW Australia
- Crystal Creek Meadows – NSW Australia
- Disneyland Paris (2 sites) – Chessy, France
- Inverlock Glamping Company, Victoria, Australia
- Jetty Road Retreat – Victoria, Australia
- Langdale Leisure Group – Cumbria, United Kingdom
- Reefman Arts estate – Victoria, Australia
- Swan Cove – Victoria, Australia
- Thorney How - Cumbria, United Kingdom

The training framework is provided below and follows the principles of the Australian Vocational Education Training and includes assessments which each participant must pass to become a ‘Green Butler’

RK = Required Knowledge  
RS = Required Skill  
PC = Performance Criteria  
CE = Critical Evidence

Part 1: Introduction

Performance	RK1 Able to identify properties environmental initiatives RS1 Able to explain the benefit of those initiatives
Standard	PC1 Able to answer questions on property’s attitudes to the environment
Conditions	PC2 Learners must be able to answer questions verbally

Part 2: Energy & Water Efficiency

Performance	<p>RK2 Able to differentiate the levels of energy and water use of amenities/appliances</p> <p>RK3 Able to differentiate ways to consume efficiently for living and thermal comfort</p> <p>RS2 Able to identify energy and water-efficient ways of using amenities at the accommodation and which could have the biggest impact</p> <p>RS2 Able to identify how they could apply the saving practices at home</p>
Standard	PC3 Communicate with 100% accuracy the energy and water use comparison between amenities/appliances
Conditions	PC4 Learners must be able to answer questions verbally in a simulated workplace environment

### Part 3: My Green Butler

Performance	<p>RK4 Able to explain how My Green Butler works</p> <p>RK5 Able to identify My Green Butler's benefits covering: energy and water saving, guest experience, reputation, their role</p> <p>RS3 Able to demonstrate features of the programme using the Welcome Sheet, Guest Report and Mobile Version</p>
Standard	PC5 Communicate with 100% accuracy
Conditions	PC6 Able to use presentation materials, guest reports with confidence in accommodation environment

### Part 4: Persuasive Techniques

Performance	<p>RK6 Able to explain principles of Positive and Negative Face</p> <p>RK7 Able to differential the stages of Spiralling Communication and Resource Saving Persuasion</p> <p>RK8 Able to explain privacy compliance</p> <p>RS4 Able to perform reception 'Meet 'n' Greet</p> <p>RS5 Able to perform presentation of Pilot Sites conservation programme to guests</p> <p>RS6 Able to perform suitable politeness responses to negative guest utterances</p>
Standard	<p>PC7 Able to follow the pre-set process, expressed with personal honesty and to think on their feet answering guest questions/responses.</p> <p>PC8 Perform the persuasive presentation twice.</p> <p>PC9 100% aware of how to handle negative politeness</p>
Conditions	PC10 Present in tourist accommodation

### Part 5: Presentation and Teamwork

Performance	<p>RS7 Able to perform administrative tasks and check-in.</p> <p>RK9 Able to delete a guest booking listing using a tablet to protect personal privacy requests</p>
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	RS8 Able to serve guests in the reception and promptly action their requests. RK10 Able to explain appropriate action when they do not know the answer to guest's questions. RS9 Able to demonstrate procedures for equipment failures
Standard	PC11 100% accuracy rate of administrative task, appropriate action if equipment fails and prompt response to exceptional customer service standards
Conditions	PC12 In a simulated workplace environment

- Assessment strategies

Competency-based assessment (CBA) is to determine if the learner can perform the tasks to the standard expected in the workplace. Assessment tools have been designed according to the programme standards set (above). Assessments determine if learners' have enough knowledge and skills to the dimensions of competency set (above).

Learners must be assessed before the training (In this trial programme, this has been done over time by observation/discussion in the workplace). Assessments will be conducted throughout the training using the instruments provided. Some of the assessment tools combine to form information. Learners can use these in the workplace by becoming a support pack.

#### Critical Evidence

Part 1	CE1 Direct evidence – responses to questions in a simulated accommodation environment
Part 2	CE2 Direct evidence – 100% correct responses to written questions CE3 Direct Evidence – demonstration of a practical thermal comfort task
Part 3	CE4 Direct evidence – 100% correct responses to questions CE5 Direct evidence – competent in demonstrating presentation card and Welcome sheet in a simulated accommodation environment
Part 4	CE6 Direct evidence – competent in answering questions about persuasion, politeness, Spiralling Communications and Resource Saving Persuasion CE7 Direct evidence - the manner reception Meet 'n' Greet and conservation programme are performed CE8 Direct evidence – competency in presenting the programme to guests through observation in the workplace during the mentoring period
Part 5	CE9 Direct evidence – 100% correct in answering customer service standards, appropriate action in answering questions and equipment failures

		CE10 Supplementary evidence – observing candidate in reception and with guests, checking administration during the mentoring period
Assessment Methods		

## Results

- All participants pass, some might require further one to one coaching.
- 60 staff members have been training 32 women and 28 men.
- Continued training is provided to management using Zoom calls and reports
- New initiatives include mobile reports to a selected staff member which provide them with advice, alerts and action lists.