

**Specification of Competency Standards
for the Chinese Catering Industry
Unit of Competency**

1. Title	Build up personal outlook and image of practitioners in the Chinese catering industry
2. Code	CCZZSM201A
3. Level	2
4. Credit	3
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Understand the importance of personal outlook and appearance of practitioners in the Chinese catering industry</p> <ul style="list-style-type: none"> ◆ Understand the importance of personal hygiene to outlook and its effect on personal image ◆ Understand that the essentials of outlook are originated from intrinsic behavior and at the same time affect extrinsic behavior <p>5.2 Acquire the distinguishing ability of personal image</p> <ul style="list-style-type: none"> ◆ Identify the images that suit market needs ◆ Build up a good personal image ◆ Assess the effects of personal outlook on customers and corporate image ◆ Know about the effects of personal manners on outlook <p>5.3 Understand the conversation skills required for practitioners in the Chinese catering industry</p> <ul style="list-style-type: none"> ◆ Know about the qualities required for practitioners in the catering industry ◆ Know about the essentials of effective communications ◆ Understand the effects of body languages on communications <p>5.4 Know about the Chinese and Western table manners</p> <ul style="list-style-type: none"> ◆ Understand politeness and manner are invisible elements in human interactions ◆ Know about the basic customs, such as those involved in meeting, hospitality, marriage and etc ◆ Know about the Chinese dining and table manners ◆ Know about the Western dining and table manners <p>5.5 Build up personal outlook and image of practitioners in the Chinese catering industry</p> <ul style="list-style-type: none"> ◆ Build up personal outlook and image of practitioners in the Chinese catering industry in the normal course of business
6. Range	While working in Chinese restaurants or relevant workplaces, practitioners should pay attention to their personal hygiene, outlook and the style of speech, master the Chinese and Western table manners and build up personal outlook and image that are in line with industry standards according to the requirements of the organizations.

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) the abilities to maintain the personal hygiene, outlook and style of speech required for Chinese catering industry practitioners, master the Chinese and Western table manners and build up personal outlook and image that are in line with industry standards according to the requirements of the organizations.
8. Remarks	This unit of competency is applicable to practitioners of the catering services section in Chinese restaurants and those engaged in customer services.