



CATERING & TOURISM TRAINING INSTITUTE



Tourism Service Level - I

Learning Guide 1

Unit of Competence: Demonstrate Work Values

Module Title: Demonstrate Work Values

LG Code: CST [TUS1 15 0212](#)

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Instruction sheet	Learning Guide 1
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This learning guide is developed to provide you the necessary information regarding the following content coverage and topics –

- Define the purpose of work
- Apply work values/ethics
- Deal with ethical problems
- Maintain integrity of conduct in the workplace

How to Use this TTLM

Read through the Learning Guide carefully. It is divided into four sections that cover all the skills and knowledge that you need.

- Read Information Sheets and complete the self-check at the end of each section to check your progress
- Read and make sure to Practice the activities in the Operation Sheets. Ask your trainer to show you the correct way to do things or talk to more experienced person for guidance.
- When you are ready, ask your trainer for institutional assessment and provide you with feedback from your performance.

Learning Activities

- Read Information Sheets and complete the Self-Check at the end of each section to check your progress
- Read and make sure to Practice the activities in the Operation Sheets. Ask your trainer to show you the correct way to do things or talk to more experienced person for guidance.
- When you are ready, ask your trainer for institutional assessment and provide you with feedback from your performance.

Information Sheet-1	Define the purpose of work
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Introduction:

1.1 Identifying one’s unique sense of purpose for work

Professional workers treat each person in a caring and respectful fashion, mindful of individual differences and cultural and ethnic diversity. Professional workers promote clients' socially responsible self-determination. Professional workers seek to enhance clients' capacity and opportunity to change and to address their own needs. Professional workers are cognizant of their dual responsibility to clients and to the broader society. They seek to resolve conflicts between clients' interests and the broader society's interests in a socially responsible manner consistent with the values, ethical principles, and ethical standards of the profession.

Purpose/function/ of work

- To lead one’s own life
- To engage in work
- To contribute one’s responsibility for his/her family, society and the people of the country at large

Work Values/Ethics

Definition:-Work values/ethics is a set of values by which individuals should know and perform in the job or work.

Work values are beliefs pertaining to desirable end-states (e.g. high pay) or behavior (e.g. working with people). The different work goals are ordered by their importance as guiding principles for evaluating work outcomes and settings, and for choosing among different work alternatives. Because work values refer only to goals in the work setting, they are more specific than basic individual values. But the work values usually are still quite broad: they refer to what a person

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wants out of work in general. Rather than to the narrowly defined outcomes of particular jobs. Finally, work values like basic values, are verbal representations of individual, group and interaction requirements.

Work Value Concepts

- **Commitment/dedication:** - understand to achieve anything requires faith and belief in yourself, vision, hard work and determinations. Dedication or commitment is the act of concreting an altar, temple, church or other sacred building. It also refers to the inscription of books or other artifacts.
- **Sense of urgency:** - Drive people companies & countries to work much harder than normal and the common traits of highly productive people, companies and countries. As you can see, a tough of it can transform a person, company or a country to be highly productive.
 1. Set a challenging goal with a dead line.
 2. Set a minimum time to work on something.
 3. Make yourself accountable.
 4. See yourself to be in the losing side.
 5. Be aware of potential danger.
- **Sense of Purpose:-** The quality of having a definite purpose, purposefulness and meaningfulness. The quality of having great value or significant.
- **Love for work:-** If you work from home you probably spend more time on the phone and less time doing work find out how to keep the balance between work.
- **Orderliness:-** It is associated with other qualities such as cleanliness, diligence the desire for order and symmetry. Having a sense of where things belong and how they relate to each other and keeping them organized (I want to arrange myself and my surroundings to achieve the greatest efficiency, the quality or state of being orderly, also systematic functioning perhaps the most fundamental form of organization is taking to higher.
- **Sense of responsibility:-** An awareness of your obligations, sense a general conscious, sense of duty, a sense of should, ought to, have to.

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- **Goal Oriented:** - The concept of goal orientation was developed to describe variability in dispositional or situational goal.
- **Competence:** - It is possession and application of skills, knowledge and attitudes to perform work activities.

General Types of Work Values:

1. **Intrinsic or Self Actualization Values** - directly express openness to change values-the pursuit of autonomy, interest, growth, and creativity in work.

2. **Extrinsic or Security or Material Values** - express conservation values; job security and income provide workers with the requirements needed for general security and maintenance of order in their lives.

3. **Social or Relational Values** - express the pursuit of self-transcendence values; work is seen as a vehicle for positive social relations and contribution to society. Values include being helpful, responsible, affiliation to friends and the community, social justice, and environmental protection. This is demonstrated by values that are near each other or on opposite sides of the diagram shown below

1.3 Personal mission

PERSONAL WORK VALUES	DESCRIPTIONS
Help Society	Do something which contributes to improving the world we live in
Help Others	Be directly included in helping other people, either individually or in small groups
Public Contact	Have a lot of day-to-day contact with the public
Work with Others	Work as a team member toward common goals
Work Alone	<u>Do projects by myself, with limited contact with others</u>
Competition	Engage in activities which pit my abilities against others
Make Decisions	Have the power to decide courses of action and policies
Work Under Pressure	Work in situations where time pressure is prevalent
Influence People	Be in a position to influence the attitudes or opinions of other people
Knowledge	Engage in the pursuit of knowledge and understanding
Work Mastery	Become an expert in whatever work I do

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PERSONAL VALUES	WORK	DESCRIPTIONS
Aesthetics		Participate in studying or appreciating the beauty of things, ideas, etc.
Supervision		Have a job in which I am directly responsible for the work of others
Change and Variety		Have work activities which frequently change
Precision Work		Work in situations where attention to detail and accuracy are very important
Stability		Have a work routine and job duties that are largely predictable
Security		Be assured of keeping my job and receiving satisfactory compensation
Recognition		<u>Be publicly recognized for the high quality of my work</u>
Fast Pace		Work in circumstances where work must be done rapidly
Excitement		<u>Experience a high degree of (or frequent) excitement in the course of my work</u>
Adventure		Have work duties which require frequent risk-taking
Financial Gain		Have a high likelihood of achieving very great monetary rewards for my work
Physical Challenge		Do activities that use my physical capabilities
Independence		Be able to determine the nature of my work without significant direction from others
Moral Fulfillment		Feel that my work contributes to a set of moral standards which I feel are very important
Community		Live where I can participate in community affairs
Time Freedom		<u>Be able to work according to my own schedule</u> _____

Top 5 Work Values:

1. Strong Work Ethic

Employers value employees who understand and possess a willingness to work hard. In addition to working hard it is also important to work smart. This means learning the most efficient way to complete tasks and finding ways to save time while completing daily assignments.

2. Dependable and Responsible

Employer's value employees, who come to work on time, are there when they are supposed to be, and are responsible for their actions and behavior.

3. Possessing a Positive Attitude

Employers want employees who take the initiative and have the motivation to get the job done in a reasonable period of time. A positive attitude gets the work done and motivates others to do the same without dwelling on the challenges that inevitably come up in any job.

4. Adaptability

Employers want employees who are adaptable and maintain flexibility in completing tasks in an ever-changing workplace. Being open to change and improvements provides an opportunity to complete work assignments in a more efficient manner while offering additional benefits to the corporation, the customer, and even the employee.

5. Honesty and Integrity

Employers value employees who maintain a sense of honesty and integrity above all else. Good relationships are built on trust.

Understanding the purpose of work and individual development

Understanding purpose of work activities in any work operation is very important to do what is intended in the enterprise. For this purpose:-

Workplace Procedure is a set of written instructions that identifies the health and safety issues that may arise from the jobs and tasks that make up a system of work.

A safe working procedure should be written when:

- designing a new job or task
- changing a job or task

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- introducing new equipment
- Reviewing a procedure when problems have been identified, example from an accident or incident investigation.

In understanding work purpose the workers engaged in the enterprise parallel with operating activities they can develop their own personal knowledge, develop skill and attitude.

Implementation of personal mission in harmony with company's values

A value is a type of belief, centrally located in one's total belief system in enterprises too.

In any enterprise an individuals has their own mission this mission should be to accomplish the sustain value of enterprise he engaged in. Therefore in the definitions of company's values, the idea of an attitude towards or orientation with regard to work constitutes a central element most definitions of work values agree with the notion that work values are specific goals that the individual considers important and attempts to attain in the work context.

Modes of conduct or end states, with respect to one's work activity harmonized with company's value, work values can be defined as a person's attitudes to work in general rather than his feeling about a specific job during implementation. Developing a mission and values is the foundation for long term success, as demonstrated, if a vision and mission is recognized by all stakeholders and affects every hiring, strategic decision and communication; its effect can be magic.

Occupational health and safety and its principles


Occupational health and safety is an extensive multidisciplinary field, invariably touching on issues related to among other things. Some of the principles of occupational health and safety are listed as follows:-

- ❖ All workers have rights
 - Work should take place in a safe and healthy working environment
 - Conditions of work should be consistent with workers well-being and human dignity

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- Work should offer real possibilities for personal achievement, self fulfillment and services to society
- ❖ Occupational health and safety policy must be established
- ❖ There is need for consultation with the social patterns and other stakeholders
- ❖ Prevention and protection must be the aim of OHS programs and policies
- ❖ Information is vital for the development and implementation of effective programs and policies
- ❖ Health promotion is central element of OH practices
- ❖ OH services covering all workers should be established
- ❖ Compensation, rehabilitation and curative services must be made available to workers who suffer occupational injuries, accidents and work related diseases.
- ❖ Education and training are vital component of safe, healthy working environment

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Self- check # 1

Name: _____

Date: _____

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. When does a safe working procedure should be written?
 - A. Designing a new job or task
 - B. Changing a job or task
 - C. Introducing new equipment
 - D. All are the answers

2. Which one is not the principle of occupational health and safety?
 - A. Un established occupational health and safety policy
 - B. There is need for consultation with the social patterns and other stakeholders
 - C. Prevention and protection must be the aim of OHS programs and policies
 - D. Health promotion is central element of OH practices

3. _____ is a set of values by which individuals should know and perform in the job or work.
 - A. Work
 - B. Work values
 - C. work ethics
 - D. A & B
 - E. none

4. _____ is not work value concept.
 - A. Commitment
 - B. Sense of urgency
 - C. Sense of purpose
 - D. In competence

Note: Satisfactory rating – 15 points and above Unsatisfactory - below 15 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

1. _____

2. _____

Score = _____
Rating: _____

Information Sheet-2	Apply work values/ethics
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2.1 Work values/ethics/concepts

Work ethics are a set of standards and rules that are required by an individual for satisfactory work performance. The word ethics deals with moral issues and with right and wrong behavior in a workplace. By setting work ethics, the workers will know the proper working attitude the company expects from each one of them.

Types of Work Ethics:

A. Personal

Ethical Traits of Personal Work Ethics:

These are the personal qualities normally included in classic descriptions of ethical consciousness and integrity. Examples of such ethical qualities in social work are:

- Integrity
- Critical self-insight
- Responsibility
- Courage/moral courage
- A sense of justice
- Balanced judgment
- Tolerance/broad-mindedness
- Empathy/sensitivity
- A basic attitude of respect, friendliness and equality in relation to others

b. Specific to a Work Station

Examples of Work Ethics Specific to a Work Station:

- Keeping certain information confidential

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- Maintaining cordial information with the clients and agencies that a company has
- Being prepared to take a new task

2.1 Classification of work values/ethics

❖ Work values can be divided into two functional categories.

1. **Intrinsic;** - values are those that relate to a specific interest in the activities of the work itself, or to the benefits that the work contributes to society.

2. **Extrinsic;**-values relate to the favorable conditions that accompany an occupational choice, such as physical setting, earning potential, and other external features. Most people, in order to feel truly satisfied with their work, must find some personal intrinsic value in it.

❖ **Work values/ethics/concepts**are:

- Commitment/ dedication
- Sense of purpose
- High motivation
- Reliability and dependability
- goal-oriented
- Being knowledgeable
- Sensitivity to others
- Balancing between family and work
- sense of urgency
- love for work
- orderliness
- competence
- sense of responsibility
- loyalty to work/company
- compassion/caring attitude
- sense of nationalism

.Commitment/ Dedication: - Who understand and possess a willingness to work hard.

.Dependability & responsibility: - Who come to work on time, when they are supposed to be, are responsible for their action and behaviors.

1. **Sense of purpose:** - Who take the initiation and have the motivation to get the job done a responsible period of time.

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2. **Adaptability:** - Who are adaptable and maintain flexibility in completing tasks in an ever changing workplace. Being open to change and improvements provides an opportunity to complete work assessment in a more efficient manner. While offering additional benefits to the corporation, the customers, even the employees.


Adaptability also means adapting to the personality and work habit of co-workers.

3. **Love for work:-** Who maintain a sense of honesty and integrity above all else, Good relationships are built on trust, when working for an employer; they want to know that they can trust what you say and what you do.

4. **Self-motivated:-** Employers look for employees who require little supervision and direction to get the work done in a timely and professional manners.

5. **High motivation:** - In an every changing workplace, employers seek employees who are interested in keeping up with new developments and knowledge in the field.

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Self -check #2

Name: _____

Date: _____

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. Which one of the following are not work values?

- a. Commitment
- b. sense of urgency
- c. Sense of purpose
- d. love for work
- e. None of the above

2. In an every changing workplace?

- a. Commitment/ Dedication
- b. Sense of purpose
- c. Self-motivated
- d. High motivation
- e. All of them are understandable behaviors

Short Answer Questions

1. Explain the difference between **Extrinsic** and **Intrinsic** values?

Note: Satisfactory rating – 10 points and above Unsatisfactory - below 10 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

1. _____

2. _____

Score = _____

Rating: _____

Information Sheet-3	Deal with ethical problems
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Dealing with Ethical Problems

Essential steps for ethical problem solving are:-

1. Determine whether there is an ethical issue.
2. Identify the key values and principles involved.
3. Rank the values or ethical principles which is your professional judgment are must relevant to the issue (justify reasons).
4. Develop an action plan that is consistent with the ethical principles that have been determined as central to the issue.(with client)
5. Implement your plan, utilizing the most appropriate practice skills and competencies (take appropriate action).
6. Reflect on the outcome of this ethical decision making process.

- **Work incidents (Situations)**

Gambling:- It is the wagering of money or something of material value on an event with an uncertain outcome with the primary intent of winning additional money.

Falsification;- To state untruthfully, misrepresent, to make false by altering or adding to falsify testimony (to make untrue statement, lies).

The act of determining the properties of some things, usually by research or calculation.

Pilferage:- the act of stealing small amounts or small articles. The act or practice of stealing small qualities or articles & also the act of taking something from someone unlawfully.

Vandalism:- It is a criminal act against property but when it is your property being damaged , it affects on a personal level. Vandalism is the behavior attributed originally to the vandals, by the romans, in respect of culture, truth less destruction or spoiling of anything. Criminal damage, such as defacement directed towards any property without permission of the owner.

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Bribery:- A form of corruption, is an act implying money or gift given that alters the behavior of the recipients are payments or other types of compensation made in order to influence and gain profit from an individuals.

Black-mail: - Refers to a situation that arises when a person threatens another person with form of punishment. A method of trying to persuade someone to do something by making them feels quality.

Sexual Harassment:- It is a form of sex-discrimination ,the legal definition of sexual harassment is unwell come verbal, visual or physical conduct of a sexual nature that is severe or pervasive and affects working conditions or creates a hostile work environment.

- Examples of verbal or written sexual harassment:—comments about clothing, personal behavior, or a person’s body sexual or sex based jokes.
- Examples of physical sexual harassment:-blocking movement, in appropriate touching of a person or a person’s cloth, kissing, and hugging.
- Examples of non-verbal sexual harassment:-Looking up and down a person’s body, gestures or facial expression of a sexual nature, following a person.
- Examples of visual sexual harassment:-posters, drawings, pictures, screen savers, or emails of a sexual nature.

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Self -check #3

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. The act of stealing small amounts or small articles?
 - A.Vandalism
 - B Pilferage
 - CGambling
 - D Falsification

2. **One of the following is common situations which can be seen in work place?**
 - A. dispute or argument
 - B. gambling
 - C. use of prohibited substances
 - D. pilferages
 - E. damage to person or property
 - F. all

Short Answer Questions

1. List at least two reporting work incidents?
2. Write resolving methods of work incident?

Note: Satisfactory rating – 15points and above Unsatisfactory - below 15 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

1. _____

2. _____

3. _____

4. _____

Score = _____

Rating: _____

Information Sheet-4	Maintain integrity of conduct in the workplace
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4.1 .Personal work practices and values

Important Points to remember for maintaining integrity of conduct in the workplace are:-

- Personal work practice and value instructions either verbal or written.
- Accountable for own action and outcomes
- Demonstrate awareness and acceptance of the diversity by being polite and considerate that foster an environment recognizes the various needs of individuals.
- Continuously develop and demonstrate behavior that fosters a positive working and teaching environment.
- Use clear and concise language, appropriate methods for giving directions and providing constructive feedback. Remember your body language. Treat all individuals as valuable member of the team.
- Company code of conduct/ value:- Participating the values and standards that have guided this company, Strategic goals and priorities, excellent care for all act, the best example of company code of conduct/ value is RESPECT.

RESPECT can stands for :-

R:- Responsibility

E:- Etiquette

S: - Support

P: - Professionalism

E: - Education

C: - Communication

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T: - Team work

❖ **Work values/ethics/concepts** are:

- Commitment/ dedication
- Sense of purpose
- High motivation
- Reliability and dependability
- goal-oriented
- Being knowledgeable
- Sensitivity to others
- Balancing between family and work
- sense of urgency
- love for work
- orderliness
- competence
- sense of responsibility
- loyalty to work/company
- compassion/caring attitude
- sense of nationalism

4.2. Instructions to co-workers

Concept of Work practices

- Quality of work
- punctuality
- efficiency
- effectiveness
- productivity
- resourcefulness
- innovativeness
- cost consciousness
- attention to details

Guide lines for undertaking work practice

Guide lines are the instruments which direct the workers what they do, how they do and when they do all the activities of the enterprise and indicate what they don't do in the enterprise during work operation with in the enterprise. Due to this the enterprise should prepare the enterprise guide lines according to the condition of the enterprise. Therefore, the workers will be instructed by these guide lines so, they should take the guide lines and as it is, if it is necessary it will be amended based on the feed backs of different reports from the workers.

Understanding personal behavior and elations with co-workers and/or clients

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Each person is different, with their own personal behavior, values and beliefs shaped by a number of factors that include culture, religion, nature, and personal experiences.


- Values relate to our personal principles, morals, and ideals that is, what we consider to be important.
- Attitudes relate to a person’s views, which may be evidenced in the way they behave.
- Beliefs relate to those things in which an individual has faith ‘religious beliefs for example which may not necessarily be founded on fact.

Dignity’ is a difficult concept to define and has a strong association with respect. ‘Privacy’ has been defined as ‘freedom from intrusion’ and ‘dignity’ as ‘being worthy of respect’ (DH, 2003). Within this module, four types of dignity were identified as follows.

- Merit—this relates to dignity or social status that is ascribed to people because of their role or position in society, or because of what they have achieved.
- Moral status—this is emphasized by the person’s moral autonomy or integrity. If an older person is able to live according to their own moral principles, then that person will experience a sense of dignity.
- Personal identity—this was found to be the most relevant in the context of older people: ‘It relates to self-respect, and reflects an individual’s identity as a person.

This can be violated by physical interference as well as by emotional or psychological insults such as humiliation’.

By understanding these above mentioned differences among the co-workers and clients we can minimize the differences by creating tolerance.

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Self- check # 4

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. Which one of the following are not work values?

- b. Commitment
- c. sense of urgency
- d. Sense of purpose
- e. love for work
- f. None of the above

2. What type of behavior of person should be understood during working together?

- a. Attitudes relate to a person's views
- b. Merit
- c. Personal identity
- d. Moral status
- e. All of them are understandable behaviors

Short Answer Questions

- 1. Explain the difference between **Extrinsic** and **Intrinsic** values.
- 2. Discuss the importance of Guide lines for usage of resources.

Note: Satisfactory rating – 15points and above Unsatisfactory - below 15 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

1. _____

2. _____

3. _____

4. _____

Score = _____

Rating: _____