



School of Business and Creative Design

HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

Course Outline – Term Fall 2013

Course Code: HAT 1053

Course Title: Creating a Service Environment

Prepared By: Audrey Markham-Sloat

Date: Fall 2012

Revised By: N/A

Date: June 2013

Approved By: Yvonne Clarke, Associate Dean

Prerequisite: None

Corequisite: None

Prerequisite for: None

1. Course Description

The essence of any Hospitality and Tourism business is determining the guest/client needs and expectations and organizing company resources to fulfill those requirements. The principals of service management will be discussed with a specific focus on both the internal and external customer. Students will be exposed to the development of a service culture as well as key components of service delivery methods and systems.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

☒

No

☐

Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

1. Explain the impact and significance of customer service within the tourism industry
2. Employ effective interpersonal skills, including verbal and nonverbal communication skills, in dealing with diverse audiences
3. Outline the methodologies used by hospitality organizations to build and maintain relationships with tourism consumers
4. Demonstrate an ability to perform as a productive team member through active participation in team activities

4. Learning Objectives

		Learning Outcome Reference Number
Unit 1		
1.1	Discuss the difference between producing products and serving guests	[1,3]
1.2	Define key terminology related to customer service	[1,3]
1.3	List the major components of a successful customer – focused environment	[1,2,3]
1.4	Explain the impact of the growing and changing service sector	[1,3]
1.5	Describe the elements of a service culture	[1,2,3]
1.6	Define a service strategy	[1,2,3]

- | | | |
|-----|---|---------|
| 1.7 | Outline strategies to promote a positive service strategy | [1,2,3] |
| 1.8 | Discuss the needs, wants and expectations of guests and customers | [1,2,3] |

Unit 2

- | | | |
|------|---|---------|
| 2.1 | Explain the importance of effective communication in customer service | [2] |
| 2.2 | Project a professional customer service image | [2] |
| 2.3 | Identify and demonstrate effective customer focused verbal and nonverbal communication | [2,4] |
| 2.4 | Describe the effect of various characteristics on nonverbal communication | [2] |
| 2.5 | Identify key differences between assertive and aggressive behaviour | [2,4] |
| 2.6 | Identify unproductive behaviours | [2,4] |
| 2.7 | Describe why listening is essential to customer service | [2,3,4] |
| 2.8 | List the characteristics of a good listener | [2,4] |
| 2.9 | Employ effective interpersonal skills when interacting with various diverse groups of people in the workplace | [2,3,4] |
| 2.10 | Recognize the causes of listening breakdown and develop strategies to improve your listening ability | [2,3,4] |
| 2.11 | Identify ways in which tourism organizations use information to enhance the service experience | [2,3,4] |

Unit 3

- | | | |
|------|--|-----------|
| 3.1 | Identify four key behavioral styles and the roles they play in customer service | [2,3,4] |
| 3.2 | Develop strategies for communicating effectively with each behavioral style | [2,3,4] |
| 3.3 | Respond to customer problems effectively while building relationships | [2,3,4] |
| 3.4 | Use knowledge of behavioral styles to help manage perceptions of others | [3,4] |
| 3.5 | Identify ways in which tourism organizations use information to enhance the service experience | [3] |
| 3.6 | Define what a service breakdown is | [3,4] |
| 3.7 | Apply knowledge of behavioral styles in difficult customer situations | [2,3,4] |
| 3.8 | Recognize different types of difficult customers and effectively deal with them | [2,3,4] |
| 3.9 | Use the emotion-reducing model to help keep difficult situations from escalating | [2,3,4] |
| 3.10 | Explain why customers defect | [3] |
| 3.11 | Develop effective strategies for working with internal customers | [3] |
| 3.12 | Identify strategies for preventing customer dissatisfaction and problem solving | [2,3,4] |
| 3.13 | Explain the six steps of the problem-solving model | [3,4] |
| 3.14 | Implement a front-line service recovery strategy, and spot roadblocks to service Recovery | [3] |
| 3.15 | Identify various factors that make people diverse and that assist in service of them | [1,2,3,4] |
| 3.16 | Discuss the application of technology to quality service in tourism | [1,2,3] |
| 3.17 | Explain customer relationship management and explain its importance to quality Service | [1,3] |
| 3.18 | Demonstrate the service provider characteristics that will enhance customer loyalty | [1,2,3,4] |
| 3.19 | Identify strategies that can be used to make customers feel like they are number one | [1,2,3,4] |
| 3.20 | Discuss strategies that can enhance customer satisfaction | [1,2,3,4] |
| 3.21 | Define and demonstrate quality service | [1,2,3,4] |

5. Resource Supplies

a. Required:

Lucas, Robert W., Customer Service: Skills for Success. 5th edition. McGraw Hill, 2012.

b. Supplemental:

Various readings related to the course topic will be assigned for the purpose of discussion and review. The student is encouraged to utilize various sources of current knowledge including the large selection of periodicals in the resource centre and the thousands of related sites on the World Wide Web..

6. Methodology

This course will consist of lectures, independent learning, class activities and audiovisual presentations designed to explain the concepts and principles necessary for successful completion of this course. Group/Individual projects, assignments, hands on application, presentations and visiting guest speakers will be used as a means of sharing information. The use of case studies and situational analysis offer students an opportunity to be involved in actual problems or situations faced by Hospitality and Tourism professionals.

7. Student Evaluations

The following elements will determine the student's final grade:

Test One	20%
Test Two	25%
Test Three	25%
Pop Quizzes (Two @ 5% each)	10%
Assignments (Five @ 4% each)	20%
Total	100%

Missed Test Policy

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time
- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

Final Grades

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade in this course is a D. The Hospitality and Tourism Management Program requires a grade of D in order to graduate from the program. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and the Code of Conduct. These policies are expected to be followed by all students. Any form of misbehaviour, harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

YES

If yes has been selected, contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.