

## ***Syllabus of the course “Service management and customer attention”***

### **I. GENERAL DESCRIPTION OF THE COURSE**

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- ✓ **Course:** Service Management and customer attention
- ✓ **Code:** 101223
- ✓ **Degree:** Tourism
- ✓ **Academic year:** 2016-17
- ✓ **Type of subject:** Optative (4<sup>th</sup> year)
- ✓ **ECTS credits:** 6
- ✓ **Semester:** 1<sup>st</sup>
- ✓ **Professor:** Jordi Oller i Nogués

### **II. PRESENTATION OF THE COURSE**

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Tourism is a service sector. Service management has many things in common with the management of products, but it has two fundamental differences which all Touristologists must know and handle. These two differences are the client's participation in developing the service and the inability to store services (services not sold today are lost).

The customer participation in services production (also called servuction) is the most important for this course, as we must, not only guide the customer service but, in addition, manage his participation.

Multiculturalism is also a relevant issue to this subject. The possibility to have customers, employees, partners ... with different ways of working and perceive services, force us to devise strategies and lines of action. In services there isn't the possibility of zero defects and we must handle service recovery in a satisfactory way for most of our customers.

Finally, the latest web 2.0 and mobile services also affect the management of services and the attention of customers. We will see what is happening and what could be done.

The focus of this course is very practical and theoretical content is intended to apply in the form of exercises, case simulations and other activities.

### **III. GENERAL LEARNING OBJECTIVES AND SPECIFIC SKILLS**

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#### **EDUCATIONAL OBJECTIVES:**

After taking the course students will be able to know:

1. Distinguish between the concepts of production and servuction and its implications for tourism businesses.
2. Know how to manage customer participation in the creation of services
3. Know the main generators of conflict in the management of services
4. Know how to model systems able to avoid conflict
5. Know the main functions of the management systems of the customer relationship: Customer Relationship Management (CRM)
6. Model integration of CRM with the business model of the company.
7. Assess how the new technologies and multiculturalism can affect service management and customer care.
8. Modeling an organizational system capable of collecting customer information and personalize the services offered in a multicultural and technological world.
9. Apply methodological instruments, reflective and critical analysis of a tourist company in relation to their performances service management and customer service.
10. Prove that has acquired communication skills verbal and written.
11. Correctly apply the computer program Power Point for exhibition discourse and argumentation.
12. Apply the basic functionality of tools related to the management and customer service.

#### **SPECIFIC SKILLS AND LEARNING OUTCOMES**

CE4. Apply related concepts to products and tourism enterprises (economic-financial, human resources, trade policy, market, operational and strategic) in different areas of the sector.

##### **LEARNING OUTCOMES**

CE4.9. Apply related concepts to business products and tourism organizations in different areas of the sector and its activities.

CE13. Propose alternatives and creative solutions to possible problems in the field of management, planning, business and tourism products.

##### **LEARNING OUTCOMES**

CE13.7. Propose alternative solutions to problems in a creative way in the planning and management departments, activities or services in new areas of the tourism sector as well as organizations and unique tourism products.

#### **IV. TRANSVERSAL SKILLS**

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CT1. Developing an ability to learn independently

CT2. Being able to assess the knowledge acquired.

CT4. Manage communication skills at all levels.

CT8. Demonstrate ethical behavior and adapt to different intercultural contexts.

CT10. Teamwork

#### **IV. TOPICS OF THE COURSE**

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1) Main differences between production and servuction

1-1) Enterprises customer orientated

1-2) How to integrate the customer in the service?

1-3) Maslow for Touristologyst: Successful Study Cases

2) Organizational Structures Customers Orientated

2-1) Jobs, companies and chain of value: A sharing pattern

2-2) Organizational mental states

2-3) Replicable and autonomous Organizations

2-4) Study Cases related to Restaurants and the lodging industry:

- Waiting list Management
- Revenue Management

3) Control tools for Services Management

3-1) CRM: Customer Relationships Management

3-2) Loyalty programs: Myths & Realities

3-3) Quality Management and control for Services

3-4) Service Recovery. How to handle it.

4) Globalization and new Technologies: Effects on Service Management

4-1) Multiculturalism: Effects on service perception

4-2) Web 2.0 and Service Management

4-3) Smartphones and LBS (Location Base Services)

## V. RECOMENDED READINGS

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### **Basic:**

Oller, Jordi (2012). Slides notes created by PhD. Jordi Oller I Nogués, available in the virtual campus.

OLLER NOGUÉS, J: "Creación y mejora de empresas turísticas", Editorial Deusto, 1997

### **Complementary:**

Eliza Ching Yick Tse and Suk-Ching Ho "Service Quality in the Hotel Industry: When Cultural Contexts Matter" *Cornell Hospitality Quarterly* 2009; 50; 460 originally published online Jun 17, 2009;

E.R. Cadotte and N. Turgeon, "Key Factors in Guest Satisfaction," *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 28, No. 4 (February 1988), pp. 45–51.

Kelly A. McGuire and Sheryl E. Kimes "The Perceived Fairness of Waitlist-management Techniques for Restaurants" *Cornell Hotel and Restaurant Administration Quarterly* 2006; 47; 121

Leadbeater, Charles. "We think" Profile Books, 2009

Michael D. Hartline, Barbara Ross Wooldridge and Keith C. Jones "Guest Perceptions of Hotel Quality: Determining Which Employee Groups Count Most" *Cornell Hotel and Restaurant Administration Quarterly* 2003; 44; 43

Michael McCall and Clay Voorhees "The Drivers of Loyalty Program Success: An Organizing Framework and Research Agenda" *Cornell Hospitality Quarterly* 2010; 51; 35 originally published online Dec 7, 2009;

## VII. TEACHING METHODS

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The methodology of the course is based not only on master class methodology, but also in parallel activities (text commentaries, extension work, speeches, analysis of simple daily decisions ...), with the goal to engage and provoke emotional and intellectual concerns in the students. In particular, these activities will be conducted in both team groups and individually, have a weight of 50% and the final exam means the remaining 50%. For the implementation and evaluation of these activities will work in groups doing mentoring by the teacher. In chronological terms adequate monitoring of the progress of a student implies, in general, the following stages:

1. Attendance at master classes.
2. Personal work: Complement with reading the basic literature and presentations and exercises available on campus
3. Personal work: Reading and text analysis, conducting exercises and graphics.
4. Discussion in working groups: Commentary and discussion of the work. Generate questions to the teacher.
5. Session working group with the teacher: Questions and discussion of the main objectives.
6. Preparing report and presentation workgroups
7. Oral presentation before teaching and, if appropriate, other group.

Once the teaching weeks have finished:

8. Personal study for the preparation of the written exam
9. Conducting the written examination

## VIII. EVALUATION

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### A) CONTINUOUS EVALUATION:

The evaluation of this course consists of the following system:

- a) Responses to individual questions made during lectures, which will be worth a **20% of the final grade**.
- b) The realization of a project group and its presentation which will be worth a **20% of the final grade**.
- c) Attendance and exercises and activities proposed by the teacher, which will be worth **10% of the final grade**.
- d) The realization of a final exam, which will be worth **50% of the final grade**

To make the final average should get at least 4 out of 10 in each part evaluated.

B) EVALUATION: Final exam.

Date and time established by the academic calendar.

There will be one final exam, having no difference between the students who have not successfully completed the evaluation continues and those who have not followed.

## IX. ORGANISATION OF TIME STUDENT'S DEDICATION

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Number of credits = 6

Total hours dedicated for student = 150 (6 credits \* 25 credit hours)

Type	Activity	Hours	ECTS	LEARNING OUTCOMES
<b>Guided</b>	Lectures	42	1.68	C13.7. , C4.9, CT8
<b>Supervised Activity</b>	Tutorials	15	0.6	C13.7. , C4.9, CT1, CT2
<b>Independent activities</b>	Preparation work	38	1.52	C13.7. , C4.9, CT4, CT10
	Study and reading materials	55	2.2	C13.7. , C4.9, CT4
<b>TOTAL</b>		150	6	

## X. TIME TEACHING

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WEEK	TOPIC	METHOD	HOURS
1	Vision of the subject: What and how will we approve?	Master Class	4
2	1	Lecture + Practical work	2 + 2
3	1	Lecture + Practical work	2 + 2
4	2	Lecture + Practical work	2 + 2

5	2	Lecture + Practical work	2 + 2
6	3	Lecture + Practical work	2 + 2
7	3	Lecture + Practical work	2 + 2
8	4	Lecture + Practical work	2 + 2
9, 10, 11, 12, 13, 14	Presentations of the final course work	Group dynamics	12
15	Preparation of the final exam	Group dynamics	4

## **XI. ENTREPRENEURSHIP AND INNOVATION**

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During the classes we will see examples from business companies and tourist destinations. The aim is that students can see opportunities to create new businesses or innovate existing ones, as workers, entrepreneurs or consultants. Therefore, students must solve practical cases and argue their ideas while learning group dynamics, in front of the teacher and classmates.

The teaching methodology has been designed for the teacher of the subject based on 25 years of experience in university education in the tourism sector. It incorporates aspects of group dynamics and use of Web 2.0 methodologies.