

Hotel Organisation and Customer Service

Code: 103754
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	0

Contact

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Use of Languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

There are no requirements

Objectives and Contextualisation

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.

Competences

- Analyse, summarise and evaluate information.
- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.
- Define and apply the management of different types of organisation in the hotel and catering sector.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate an understanding of the relationship and impact of management processes in hotel and catering companies.
- Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
- Develop a capacity for independent learning.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Work in teams.

Learning Outcomes

1. Analyse, summarise and evaluate information.
2. Apply commercial policies to hotel companies according to their different characteristics.
3. Apply management techniques and practices in the hotel sector and, in general, in catering.
4. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
5. Demonstrate an orientation and culture of customer service.
6. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
7. Develop a capacity for independent learning.
8. Manage and organise time.
9. Manage communication techniques at all levels.
10. Plan and manage activities based on quality and sustainability.
11. Present and describe specific plans for promotion and commercialisation for companies in the hotel sector, especially in the field of online commercialisation.
12. Study specific and generic computer information systems and adapt them to hotel companies.
13. Work in teams.

Content

- 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 Touristologist: 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
- 3) Control tools for Services Management

3-1) CRM: Customer Relationships Management and CJM: Customer Journey Map

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)

Methodology

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

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case study resolution	4	0.16	1, 2, 3, 6, 5, 4, 12, 9, 8, 10, 11, 13
Lectures	10	0.4	1, 2, 3, 6, 5, 4, 12, 9, 8, 10, 11, 13
Public presentation of assignments	12	0.48	1, 2, 3, 6, 5, 4, 12, 9, 8, 10, 11, 13
Type: Supervised			

Tutorials	10	0.4	1, 2, 3, 6, 5, 4, 9, 8, 10
Type: Autonomous			
Case study resolution	12	0.48	1, 2, 3, 6, 5, 4, 7, 12, 9, 8, 10, 11, 13
Homework elaboration	36	1.44	1, 2, 3, 6, 5, 4, 7, 12, 9, 8, 10, 11, 13
Study	24	0.96	1, 2, 3, 6, 5, 4, 7, 12, 9, 8, 10, 11, 13

Assessment

A) CONTINUOUS EVALUATION:

The evaluation of this course consists of the following system:

- a) The realization of all presentations which will be worth a 40% of the final grade.
- b) Attendance and exercises and activities proposed by the teacher, visits to companies, etc. which will be worth 50% and 5% respectively of the final note
- c) The realization of a final exam, which will be worth 5% of the final grade

To make the final average should get at least 5 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.

C) RE-EVALUATION

Date and time established by the Official Programming of EUTDH according to the academic calendar. Only addressed to students obtaining a grade between 3,5 and 5 in Single Assessment. The maximum possible grade to be obtained will not exceed 5. Nature of the evaluation to be defined.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance	50%	20	0.8	1, 2, 3, 6, 5, 4, 12, 9, 8, 10, 13
Exercises	5%	3	0.12	1, 2, 3, 6, 5, 4, 7, 12, 9, 8, 10, 11, 13
Final exam / Case study	5%	3	0.12	1, 2, 3, 6, 5, 4, 12, 9, 8, 10, 11, 13
Presentations	40%	16	0.64	2, 3, 6, 5, 4, 12, 9, 8, 11, 13

Bibliography

Eliza Ching Yick Tse and Suk-Ching Ho "Service Quality in the Hotel Industry: When Cultural Contexts Matter" *Cornell Hospitality Quarterly* 2009; 50; 460-474.

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;