

Management of Customer Care and Service

Code: 101223
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	1

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

Teachers

Raquel Rodríguez Escriche

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. Know the main protocol branches and its international influence in the customer care.
10. Apply methodological instruments, reflective and critical analysis of a tourist company in relation to their performances service management and customer service.
11. Prove that has acquired communication skills verbal and written.

12. Correctly apply the computer program Power Point for exhibition discourse and argumentation.
13. Apply the basic functionality of tools related to the management and customer service.

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Behave ethically and adapt to different intercultural contexts.
- Develop a capacity for independent learning.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Apply the business concepts company related to tourism products and organisations in the different parts and activities of the sector.
2. Behave ethically and adapt to different intercultural contexts.
3. Develop a capacity for independent learning.
4. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
5. Use communication techniques at all levels.
6. Work in a team.

Content

1) Marketing vs Public Relations

1-1. Know the definition and main differences between a marketing and a public relations strategy

1-2. Case studies applied to different industry companies

2) Definition and differences of the protocol

2-1. Analyse the protocol use in the tourism industry

2-2. International influence in the management of customer care

3) Main differences between production and servuction

3-1) Enterprises customer orientated

3-2) How to integrate the customer in the service?

3-3) Maslow for Touristologist: Successful Study Cases

4) Organizational Structures Customers Orientated

4-1) Jobs, companies and chain of value: A sharing pattern

4-2) Organizational mental states

4-3) Replicable and autonomous Organizations

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

5) Control tools for Services Management

5-1) CRM: Customer Relationships Management and CJM: Customer Journey Map

5-2) Loyalty programs: Myths & Realities

5-3) Quality Management and control for Services

5-4) Service Recovery. How to handle it.

6) Globalization and new Technologies: Effects on Service Management

6-1) International influence in the management of customer care

6-2) Adaptation to the socio-economic situation throughout new technologies

6-3) Web 2.0 and service management within the hospitality and e-commerce companies

Methodology

The methodology of the course is based not only on master class methodology, but also in the participation of different speakers from the tourism industry in order to give more information about the content done in class. The subject also includes some other activities (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

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			

Case study resolution	14	0.56	1, 2, 3, 5, 4, 6
Lectures	14	0.56	1, 2, 5, 4, 6
Public presentation of assignments	14	0.56	1, 2, 3, 5, 4, 6
Type: Supervised			
Tutorials	5	0.2	1, 2, 3, 5, 4, 6
Type: Autonomous			
Case study resolution	32	1.28	1, 2, 3, 5, 4, 6
Homework elaboration	36	1.44	1, 2, 3, 5, 4, 6
Study	32	1.28	1, 2, 3, 5, 4, 6

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 participation in class which will be worth 5% and 5% respectively of the final note
- c) The realization of a final exam, which will be worth 10% of the final grade
- d) The realization of the exercises proposed in class both in group and individually will be worth 40% 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 and participation	10%	0	0	1, 2, 5, 4, 6
Exercises in class and at home	40%	0	0	1, 2, 3, 5, 4, 6
Final exam	10%	3	0.12	1, 2, 3, 5, 4

Bibliography

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Software

There isn't.