

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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Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

External teachers

Jordi Datzira Masip

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

Content

1. Introduction to the unit Management of Customer Care and Service
2. Service nature and characteristics
3. Strategic service operations and quality management
4. The service concept: Servicescape
5. Quality, productivity and satisfaction
6. Capacity service management
7. Quality service management
8. Service delivery process: Blueprint
9. Internal marketing
10. Service failure and recovery
11. Technology applied to managing service in tourism and hospitality

Methodology

Language: English

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.

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

Assessment

Continuous Assessment

Three Assessment + Class assessment

Assessment 1 Name: Service report

Total weight: 20% (out of 100)

Assessment 2 Name: Service delivery plan presentation

Total weight: 25% (out of 100)

Assessment 3 Presentation

Name: Service delivery project

Total weight: 40% (out of 100)

Continuous class evaluation

The unit sessions will be assessed according to student level of participation and engagement in the class activities, and once the objectives of each tutorial activity are achieved.

Total weight: 15% (out of 100)

Unit evaluation

The final exam will be composed of three parts:

Part 1: Quiz (15%)

Part 2: Short questions (40 %)

Part 3: Long questions (45%)

Re evaluation (Only for those who obtained a minimum of 3,5 in the Unit Evaluation)

The re-evaluation exam will be composed of three parts:

Part 1: Quiz (15%)

Part 2: Short questions (40 %)

Part 3: Long questions (45%)

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	15%	0.5	0.02	1, 2, 5, 4, 6
Exercises in class and at home	45%	1	0.04	1, 2, 3, 5, 4, 6
Oral Speech/Written Work	40%	1.5	0.06	1, 5, 4, 6

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Software

There isn't.