

Degree	Type	Year
2500894 Tourism	OT	4

Contact

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Teachers

(External) Jordi Datzira Masip

Teaching groups languages

You can view this information at the [end](#) of this document.

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

Activities and Methodology

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

The teaching methodology is based on continuous evaluation, combining theoretical content, practical in-class activities, research and analysis, presentations and reports. Assistance and participation in class during the semester will also be assessed.

Unit structure

Each session will be composed of:

- 1 hour theory
- 2 hours practice

Guest speakers

1 to 2 guest speakers' experts in the field, from the industry and/or the public administration.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assessment 1 (group): Service report	20%	1	0.04	1, 2, 3, 4, 5, 6
Assessment 2 (group): Service delivery plan presentation	25%	1.5	0.06	1, 4, 5, 6
Assessment 3 (group): Service delivery project	40%	0	0	1, 2, 3, 4, 5, 6
Attendance and participation	15%	0.5	0.02	1, 2, 4, 5, 6

The evaluation of this unit is continuous and is composed of three assessments of the same project (in small groups), and the participation and assistance in class.

To pass the continuous evaluation, students need to reach a minimum of 3.5 out of 10 in each of the three assessments. Otherwise, students will have to do the final evaluation at the end of the semester.

Final evaluation

The final evaluation will be composed of three parts:

Part 1: Quiz (15%)

Part 2: Short questions (30 %)

Part 3: Long questions (50%)

Re evaluation

The re-evaluation will be composed of three parts:

Part 1: Quiz (15%)

Part 2: Short questions (30 %)

Part 3: Long questions (50%)

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Software

There isn't.

Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	first semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed