

MODULE DESCRIPTOR

MODULE TITLE	INTRODUCTION TO SERVICE EXCELLENCE IN HOSPITALITY AND TOURISM		
MODULE CODE	TL1105 (L4)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to introduce students to the theory, practices and techniques of effective customer service and the achievement of service excellence. Students will blend the module themes to develop a range of knowledge, skills and experiences relevant to customer service in order to work effectively in a variety of front line Hospitality and Tourism customer-focused environments.

MODULE CONTENT

- The dimensions, characteristics and variables associated with contemporary customer service and service excellence in hospitality and tourism
- The importance of service as a tool to add value to the hospitality and tourism operation
- Service and the service encounter - the “moment of truth”, ‘servicescape’, holistic and operational dimensions
- Service design, scope and delivery
- Models, concepts and theories in customer service and service excellence
- The heterogeneity of consumers, employees and service environments
- Sales and selling - interaction, customisation, personalisation and the exchange process
- Customer service paradox – loyalty, expectations, perceptions, satisfaction, recovery and comparative evaluation
- Research and measurement of customer satisfaction and dissatisfaction
- Nature and analysis of complaints - negotiations, empowerment, ownership and compensation

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Appraise the concepts, definitions, perspectives, pragmatism and techniques of contemporary customer service
2.	Apply practical and personal customer service approaches and techniques within a variety of Hospitality and Tourism environments
3.	Discuss and debate theory, practice, images and reality of customer service approaches in the context of the Hospitality and Tourism sector
4.	Demonstrate competency in group work and presentation skills.

TEACHING METHODS

The module will be delivered on-campus in Cyprus and the students will undertake at least one local fieldwork exercise.

The student will attend keynote a combination of lectures, seminars and workshops. Lectures will be research informed; available on-line and will direct students towards recommended reading. Seminars will be student focussed and consist primarily of discussions and debates that underpin and supplement knowledge acquired in the keynote Lectures Some Seminars will be set aside for briefings & workshops related to assignments. A range of supplementary learning materials will be available on E-Learn

The assessment strategy will include an essay which will focus on a key topic in the area and this is followed by a presentation which will be delivered within the sessions. The group will be expected and encouraged to question & discuss the content of these presentations.

A series of combined Lectures and Seminars are presented throughout the Semester and are designed to highlight key issues in the topic and will focus on the application of the concepts to the real world of work and employment.

ASSESSMENT METHODS

This module is assessed through an essay (60%) and a presentation (40%).