

Course Title	<b>CUSTOMER SERVICE FOR HOSPITALITY&amp; TOURISM</b>
Course Code	<b>HTL 123</b>
Course Purpose and Objectives	<p>The purpose of this course is to introduce students to the theory, practices and techniques of effective customer service within the tourism and hospitality industry. Its end goal is the achievement of service quality and excellence.</p> <p>Students will blend the module themes to develop a range of knowledge, and skills that are relevant to customer service in order to work effectively in a variety of front-line Hospitality and Tourism customer-focused environments. Specifically, in this course students will acquire a basic knowledge of how to handle customer complaints, learn about time management strategies and techniques used to promote organisations that focus on customer service.</p> <p>Hence the purpose of this course is to provide the necessary knowledge, understanding and skills related to excellent customer service within the diverse hospitality industry environment.</p>
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Explain the importance of appropriate customer service.</li> <li>2. Discuss and debate theory, practice, and case studies related to customer service</li> <li>3. Demonstrate skills in appropriate body language, listening and communicating skills in a professional manner to customers.</li> <li>4. Appraise skills in handling customer complaints.</li> <li>5. Explain the importance of time management and discuss time management strategies.</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• Introduction to Customer Service</li> <li>• Connecting with customers</li> <li>• Customer Analysis: Knowing your customer</li> <li>• Customer Complaints</li> <li>• Telephone Customer Service</li> <li>• Social Media Customer Skills</li> <li>• Time Management Strategies</li> <li>• Management Strategies</li> <li>• Improving your customer service</li> <li>• Promoting your organisation</li> </ul>