

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

HTMT/BSAD 302 – Customer Service and the Guest Experience in Hospitality

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**SCHOOL OF
BUSINESS AND LIBERAL ARTS
APRIL 2016**

- A. **TITLE:** Customer Service and the Guest Experience in Hospitality
- B. **COURSE NUMBER:** BSAD/HTMT (Hospitality and Tourism Management) 302
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 lecture hours per week
- H. **CATALOG DESCRIPTION:**

Today’s customers have access to more information about products and services than ever before. Customer satisfaction is therefore critical for hospitality organizations to establish, maintain, and enhance market share. This course focuses on the provision of excellent customer service in hospitality and its impact on the guest experience and hospitality organizations. Coursework will include the analysis of case studies involving top hospitality organizations, enabling students to develop strategic plans to provide the “wow” in customer service and the guest experience.

- I. **PRE-REQUISITES/CO-REQUISITES:** BSAD 100 or permission of the instructor.
- J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<u>Course Objective</u>	<u>Institutional SLO</u>
1. Define customer service and its impact on the guest experience and the hospitality organization.	1. Communication Skills 2. Critical Thinking 3. Professional Competence
2. Identify and describe customer expectations and barriers to customer service provision, including the challenging customer.	1. Communication Skills 2. Critical Thinking 3. Professional Competence
3. Examine the provisions of the Americans with Disabilities Act (ADA) and the application of the Act to the provision of customer service.	1. Communication 2. Critical Thinking 3. Professional Competence
4. Demonstrate understanding of service failure and recovery at different stages of the guest experience.	1. Communication Skills 2. Critical Thinking 3. Professional Competence
5. Develop a strategic plan for exemplary customer service delivery and success.	1. Communication Skills 2. Critical Thinking 3. Professional Competence

- K. **TEXTS:**
Ford, R.C., Sturman, M.C., & Heaton, C.P. (2012). *Managing quality service in*

hospitality: How organizations achieve excellence in the guest experience.
Clifton Park, NY: Delmar/Cengage Learning.

REFERENCES:

- Dennison, D.F. & Weber, M. (2015). *Strategic hospitality human resources management*. Upper Saddle River, NJ: Pearson Education.
- King, J.H. & Cichy, R.F. (2006). *Managing for quality in the hospitality industry*. Upper Saddle River, NJ: Pearson Education.
- Lipp, Doug (2013). *Disney U: How Disney University develops the world's most engaged, loyal, and customer-centric employees*. New York, NY: McGraw-Hill.
- Michael, A. (2000). *Best impressions in hospitality: Your professional image for excellence*. Clifton Park, NY: Delmar/Cengage Learning.
- Michelli, J. (2008). *The new gold standard: 5 leadership principles for creating a legendary customer experience courtesy of the Ritz-Carlton Hotel Company*. New York, NY: McGraw Hill.
- Szende, P. (2010). *Case scenarios in hospitality supervision*. Clifton Park, NY: Delmar/Cengage Learning.
- Woods, R.H., Johanson, M.M., & Sciarini, M. (2012). *Managing hospitality human resources* (5th ed.). Lansing, MI: American Hotel & Lodging Educational Institute.

L. **EQUIPMENT:** Computer and Internet access (“smart desk”)

N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**

- Examinations
- Papers or projects
- Participation
- Homework assignments

P. **DETAILED COURSE OUTLINE:**

- I. Basics of the Hospitality Service Strategy
 - a. What is “guestology?”
 - b. The guest experience
 - c. Consumer behavior and guest expectations
 - d. Defining quality, value, and cost
 - e. Quality mentors: Deming, Juran, Feignbaum, Crosby, Ishikawa and Taguchi, Meyer, and others
 - f. Quality organizations: Disney, the Ritz-Carlton, and others
- II. Developing the Hospitality Culture – Everyone Serves
 - a. What is a “total service culture?”

- b. The importance of culture
 - c. Beliefs, values, and norms
 - d. The importance of leadership
 - i. Communicating the culture
 - ii. Changing the culture
- III. Service Staffing
- a. The many types of hospitality employees
 - b. Recruiting, training, and retaining top hospitality employees
 - c. Emotional labor and motivating exceptional service
- IV. Involving the Guest
- a. Guest empowerment to co-create the guest experience
 - b. Strategies for involving the guest
 - c. Communication with the guest – hearing them, responding to them, and getting them to complain
 - d. The importance of guest reviews
 - e. Dealing with the challenging guest
 - f. Guest loyalty
- V. Customer Service for the Guest with Disabilities
- a. The Americans with Disabilities Act (ADA) as it pertains to hospitality organizations
 - b. It's not just an automatic door: Inter- and intrapersonal factors to accessibility
 - c. Planning for and accommodating the guest with a disability
- VI. Solving Service Failures
- a. Nobody's perfect – now what?
 - b. Types of service failures
 - c. The importance of resolving service failures
 - d. Dealing with and recovering from service failures
- VII. Planning to Meet and Exceed Guest Expectations
- a. Assessing the environment
 - b. Assessing the organization with internal audits
 - c. The hospitality planning cycle
 - d. Involving employees in planning
 - e. Developing service delivery systems, service strategies, and action plans

Q. LABORATORY OUTLINE: NONE