

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

Teaching guide

Area: Service Encounters and Professional Skills for Tourism and Hospitality

Subject: Service Encounters in Tourism and Hospitality

Period: Semester 2

Lecturers:

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MODULE: TOURISM AND HOSPITALITY FOUNDAMENTS

AREA: SERVICE ENCOUNTERS AND PROFESSIONAL SKILLS FOR TOURISM AND HOSPITALITY

SUBJECT: SERVICE ENCOUNTERS IN TOURISM AND HOSPITALITY

CODE: OB2SEN-I

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 2

CREDITS: 4 ECTS

1. Subject objectives

The aim is to provide a comprehensive overview of all the elements that make the service encounter between the hospitality organization and the guest. Important concepts like the Service Profit Chain, the SERVQUAL model, the Moment of Truth, Mystery Shopping, guest satisfaction, loyalty and engagement, as well as necessary 'hospitality skills' and etiquette are first discussed from a theoretical point of view while being complemented by practical hands-on sessions. This provides an ideal framework to prepare the hospitality leader of the future with the right tools and insight to be truly of service to the guest, the employee, the company and society at large.

2. Competencies developed

Basic

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

General

G05 - Self-confidence: be able to adapt to different professional situations or people, maintaining balance which allows for efficiency. Implies being able to understand and value other positions, adopting a point of view according to the situation, being sure of your self-worth and abilities. Flexibility/adaptability: be flexible in changing situations and overcome obstacles.

G06 - Interpersonal Empathy/Comprehension: understands other people's emotions, understands their points of view and is genuinely interested in their concerns.

G10 - Orientation towards others/the client: implies the desire to help or serve others/the client, to

discover and satisfy their needs.

Specific

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E13 - Lead and manage the various types of tourism organizations.

E14 - The operational procedure in the area of accommodation.

E15 - The operational procedures in restaurant management.

3. Content

Session 1: Service standards: Who is the guest, What is service and Service Profit chain.

Session 2: Hospitality organizational: How the different areas and departments are organized within a hospitality industry.

Session 3: ServQual Model. Ritz Carlton Case Study.

Session 4: Problem Solving Resolution.

Session 5: Guest Speaker: Discover different positions of the hospitality industry that are more in contact with the guest.

Session 6: "Customer Experience in Hospitality" Presentations.

Session 7: Activities.

Session 8: Activities.

Session 9: Activities.

Session 10: Activities.

Session 11: Activities.

Session 12: Activities.

Session 13: F&B Division: discover positions and task of the F&B area.

Session 14: F&B: Breakfast Service and Bar Service.

Session 15: F&B: Breakfast Set Up and Bar Set Up.

Session 16: F&B: Casual Service and Fine Dining Service.

Session 17: F&B: Fine Dining Service Mock Service.

Session 18: F/B: IRD Service, Honor Bar and VIP Amenities Service.

Session 19: F/B: IRD Mock Service and Honor Bar Set Up.

4. Teaching methodology

Finding information and preparation and organization of material. Students will be asked to analyse

the level of service in real tourism organizations from different angles and present the findings in class.

Movie Forum. Various video clips will be shown and discussed afterwards.

Practical Exercises. A variety of hands-on activities and interactive workshops will be provided to give a more practical approach.

Case Studies. At least one case study will be given to students in advance and discussed in class.

Self-study or Study Groups. Students will have to read various articles individually and as a groups prepare two group presentations.

Student Presentations (individual or group). Students will be asked to prepare and facilitate two presentations to test their knowledge as well as their communication skills.

Plenary Lectures. One of the two weekly sessions will be in lecture style where the various theoretical concepts will be discussed.

Role-plays. Students will be asked to actively act out various situations of so-called Moments of Truth between guests and employees or between colleagues in order to really drive the theory home.

Working individually or in groups. Students will show their time management and team work abilities in the various group and individual assignments.

5. Assessment activities

Regular examination call

• **Customer Experience in Hospitality**

Academic Work (Individual - 40%)

Evaluated competences: B2, B3, B4, E4, E13, G5 G6, G10, E14, E15

• **Reading Exam**

Partial exam (Individual - 10%)

Evaluated competences: B2, B3, B4, E4, G6, G10, E13, E14, E15

• **F/B Experience**

Academic Work (Individual - 30%)

Evaluated competences: G6, G10, B2, E4, E13, E14, E15

• **In class activities**

Academic Work (Individual - 20%)

Evaluated competences: B2, B3, B4, E4, E13, G5 G6, G10, E14, E15

Students need to obtain minimum mark of a 5 in each assessment activity, except in the Reading Exam in order to pass the course. All the evaluation activities that received a 5 or more in the regular examination call will be kept.

Resit examination call

• Reading Exam

Partial exam (Individual - 10%)

Evaluated competences: B2, B3, B4, E4, G6, G10

• F/B Experience

Academic Work (Individual - 30%)

Evaluated competences: G5, G6, G10, B2, B3, B4, E4, E13, E14, E15

• In class Activities

Academic Work (Individual - 20%)

Evaluated competences: G6, G10, B2, B3, B4, E4, E13, E14, E15

• Customer Experience in Hospitality

Academic Work (Individual - 40%)

Evaluated competences: G6, G10, B2, E4, E13, E14, e15

Students need to obtain minimum mark of a 5 in each assessment activity in order to pass. The maximum grade for the academic works submitted at the extraordinary call is 5.

Repeating students without attendance: regular examination call

• Reading Exam

Partial exam (Individual - 10%)

Evaluated competences: B2, B3, B4, E4, E13, E14, E15, , G5, G6, G10

• F/B Experience

Academic Work (Individual - 30%)

Evaluated competences: G6, G10, B2, B3, B4, E4, E13. E14, E15

• Activities

Academic Work (Individual - 20%)

Evaluated competences: B2, B3, B4, E4, E14, E15

- **Customer Experience in Hospitality**

Academic Work (Individual - 40%)

Evaluated competences: G6, G10, B2, E4, E13, E14, E15

Students need to obtain minimum mark of a 5 in each assessment activity, except in the Reading Exam in order to pass the course. All the evaluation activities that received a 5 or more in the regular examination call will be kept.

Repeating students without attendance: resit examination call

- **Reading Exam**

Partial exam (Individual - 10%)

Evaluated competences: B2, B3, B4, E4, E13, E14, E15, G5, G6, G10

- **F/B Experience**

Academic Work (Individual - 30%)

Evaluated competences: B2, B3, B4, E4, E13, G5

- **Activities**

Academic Work (Individual - 20%)

Evaluated competences: B2, B3, B4, E4, G6, G10

- **Customer Experience in Hospitality**

Final exam (Individual - 40%)

Evaluated competences: B2, E4, E13, E14, E15, G6, G10

Students will need to get a 5 or more on any of the retakes in order to pass. The maximum grade for the academic works submitted at the extraordinary call is 5.

Follow-up meetings

Week 2 (Feb, 15/2021), 11:30h

Week 6 (Mar, 15/2021), 11:30h

Week 12 (Apr, 26/2021), 11:30h

6. Bibliography

Mandatory readings

Talbott, B. (2006) The Power of Personal Service. CHR Industry Perspectives, 1, 4-14.

Pine II, J., Gilmore, J. (2011) The Experience Economy. Boston: Harvard Business School Press, 1-11. See chapters/pages 1

Payne, K. Richman, V. (2016) What time is the 3PM parade? (Should your hotel have some Mickey Mouse in it?) [retrieved from www.hvs.com/what-time-is-the-3-pm-parade-?]

Zimmerman, J. Yu, D. (2016) The role of the emotions in service encounters.

7. Lecturer/s

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Mr. Isaac Lozano Alfaro - isaac.lozano@htsi.url.edu

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8. Observations

- Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.
- Academic norms and regulations is an obligation for all the members of the academic community in the faculty.

In the event of a health emergency, the faculty will resume the academic activity as follows:

- The academic board will notify students and lecturers about the change to remote mode, its timeframe and the appropriate recommendations.
- The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.
- The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.
- The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.
- The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.