

# HTT A180: ENHANCING GUEST SERVICE

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130710 - Restaurant and Food Services and Management
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

## Course Description

This course is designed to convey the importance of guest relation skills in a competitive market. Students will develop the skills expected of each employee, supervisor, and manager based on wants, needs, and expectations of the guest while developing a personal service style. ADVISORY: HTEL A110 or HTT A100 or concurrent enrollment. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Demonstrate skill characteristics of successful service organizations, including differentiate between guest needs, expectations, and outcomes.

## Course Objectives

- 1. Define the meaning of service.
- 2. Identify and discuss important trends in service.
- 3. Recognize the importance of service to the American economy.
- 4. Tell the difference between product and service delivery.
- 5. Explain the basic laws of service.
- 6. Demonstrate the ability in avoiding the deadly sins.
- 7. Differentiate the differences between guest needs, expectations, and desires.
- 8. Interpret the characteristics of successful service organizations.
- 9. Compare and contrast the forces that shape, mold, and change the hospitality industry.
- 10. Relate how technology impacts change.
- 11. Appraise the role that social and cultural forces play in affecting service.
- 12. Illustrate the responsibilities of service to the company, the guest, and themselves.
- 13. Contrast recovery systems to reduce loss.
- 14. Define strategies for different communication delivery systems.
- 15. Demonstrate positive and negative service signs.
- 16. Explain the differences between internal and external guests.
- 17. Practice service excellence.
- 18. Define service principles and applications of various service organizations.

- 19. Evaluate profitability based on service excellence.
- 20. Develop service techniques designed for profitability.

## Lecture Content

Service standards vs. product Spirit Characteristics Philosophy Laws of service Expectations vs. perceptions Basic laws of service Defining the seven deadly sins Service environment A,b,cs of service Guest expectations Roles and relationships Guest preferences Social and cultural forces Service tools Technological systems Communication tools Personal development Internal and external service Customers Suppliers Employees Guest service environments needs and expectations Corporate Transient Vacation Group Application of service principles Application of service principles to the following organizations: hotels, restaurants, transportation, agencies Problems and solutions Guest relations programs Identify cause Developing solutions Deliver world class outcomes

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student projects, computer modules and skill simulations.

## Reading Assignments

## Writing Assignments

Quizzes and examinations. Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

## Out-of-class Assignments

## Demonstration of Critical Thinking

The student must complete course appropriate projects, basic quizzes, mid term and a comprehensive final examination developed by the Educational Institute of the American Hotel Lodging Association. Demonstrate various approaches to professional critical thinking and problem solving and exhibit development of professional standards. Exhibit skills acquired and in random service situations. Attendance and participation are fundamentals of this course.

## Required Writing, Problem Solving, Skills Demonstration

1. Quizzes and examinations. 2. Weekly problem solving exercises will include written comprehensive responses. 3. Cognitive responses to classroom lecture and demonstration will be required. 4. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

## Textbooks Resources

1. Required Barsky, Jonathan D. . World Class Customer Satisfaction, ed. New York: Irwin Professional Publishing, 2003 Rationale: - 2. Required Davidoff, Donald M.. Contact, Customer Service in the Hospitality Industry, ed. Upper Saddle River: Prentice Hall, 2002 Rationale: -