

Unit 26 - Customer Service Management for Tourism (THM3007)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Establish the key factors that influence the provision of service in a range of travel, tourism and hospitality operations.
- b) Recognize the role service delivery systems have in delivering value to customers in the travel, tourism and hospitality industry.
- c) Characterize the impact that evolving technologies have on the effectiveness and efficiency of service delivery in travel, tourism and hospitality.
- d) Recognise how the design of quality service processes affects employee performance and enhance customer satisfaction.
- e) Adopt quality service processes to ensure effective customer service.

Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)

- a) An understanding of how customer needs can be met through effective service management.
- b) An understanding of the lifecycle of service systems and how effective service operations enhance the overall business objectives.
- c) The specific characteristics in the travel, tourism and hospitality sectors that have an impact on the design of customer service delivery.

Skills – at the end of the module/unit the learner will have mastered the following skills:

Applying knowledge and understanding

The learner will be able to:

- a) Interpret the key issues which have an impact on service delivery in organisations involved in travel, tourism, and hospitality.
- b) Interpret relevant service management practices and apply these concepts to a variety of organisations in the travel, tourism and hospitality sectors.

c) Demonstrate how the effective management of services contributes to the overall competitive advantage of an organisation.

Judgment Skills and Critical Abilities

The learner will be able to:

a) Utilize appropriate concepts and models for the analysis and evaluation of customer service management problems in the travel, tourism and hospitality sector.

b) Critically examine the level of customer orientation in a service organisation in the tourism, travel, and hospitality industry.

c) Categorize and evaluate specific challenges of a service-based organisation in the travel, tourism and hospitality industry.