

Hospitality Customer Relations

HSP K134

Three Rivers Community College

Instructor: Peter Edmondson

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Office Hours: Monday 1:30 – 3:30 & Thursday 3:00 – 4:00

Course Description:

This course will focus on the relationship and interaction between the guest (customer) and the hospitality employee. Students will gain an understanding of the various aspects of communications between people. Students will learn effective communication skills in guest (customer) service operations within the hospitality industry. Students will implement these skills through role-playing and hands-on training.

Objectives:

1. To acquaint students with the operations of the hotel, specifically guest (customer) service.
2. To enable students to analyze the service strategies of the hotel with regards to meeting guest needs.
3. To demonstrate effective communication skills.
4. To critique guest (customer) service examples.
5. To analyze varying levels and quality of guest (customer) service.

Methods of Evaluation:

3 ~ Exams	20% Each
3 ~ Assignments	10% Each
Class Participation & Attendance	10%

Procedures:

This course will be structured in a manner, which will provide ample time for class discussion. It is expected that students will actively participate in these discussions. Students will be asked to incorporate hospitality current events into these discussions. Other activities will include written assignments of case studies and multimedia presentations. All reading assignments are to be completed according to the Course Outline Time frame.

Attendance Policy:

It is expected that students attend class regularly. A percentage of the final course grade includes class participation, thus if a student does not attend class, the course grade will be negatively affected.

Required Text:

Martin, William, B. Providing Quality Service, Prentice Hall Inc. Upper Saddle River, New Jersey.

Course Outline - Reading Assignments

Week 1	Ch. 1	Winning with the Customer
	Ch. 2	The Nature of Customer Service
Week 2	Ch. 3	The Two Types of Customers
	Ch. 4	Defining "Quality" in Quality Service
Week 3	Ch. 5	Timing is Everything
	Ch. 6	Getting in the Flow
Week 4	Exam 1	Ch. 1 – 6
Week 5	Ch 7	An-tic-i-pa-tion
	Ch 8	Communicate, Communicate, Communicate
Week 6		Off Site Evaluation
Week 7	Ch 9	Feedback – Food for Success
	Ch 10	To Be or Not To Be Accommodating
Week 8	Ch 11	The Four Basic Customer Service Needs
	Ch 12	It's All About Attitude
Week 9	Spring Break	
Week 10	Exam 2	Ch 7 – 12
Week 11		Off Site Evaluation
Week 12	Ch 13	Words That Sting – Words That Soothe
	Ch 14	The Joy of Surprises – Providing the Unexpected
Week 13	Ch 15	Lending a Helping hand
	Ch 16	Selling That Sells
Week 14	Ch 17	The Challenge of Gracious Problem Solving
	Ch 18	The Challenge of the Difficult Guest
Week 15	Exam 3	Ch 13 - 18

Grades and Quality Points

Letter Grade	Score	Points
A	93-104	4.0
A-	90-92	3.7
B+	87-89	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
D+	67-69	1.3
D	63-66	1.0
F	Below 60	0.0

College Withdrawal Policy

A student who finds it necessary to discontinue a course **MUST WITHDRAW** from the course by notifying the Registrar. Students who do not withdraw, but stop attending will be assigned an "F" grade.

Challenge/Disability Statement

If you are a student with academic disability (challenge) and believe you will need accommodations for this class, it is your responsibility to contact the Student Development Staff. To avoid delay in the receipt of accommodations, you should contact the counselor as soon as possible.

Academic Dishonesty and Behavior:

Conduct, which has as its intent, to effect the false representation of a student's academic performance and/or knowingly and intentionally assisting another student to do so in a way constitutes academic dishonesty (AD). In the event of AD, I reserve the right to award "NC" for the course to one or more individuals.

Disruptive behavior will also not be tolerated. Those students will be removed from the class if the problem persists.