

Customer Service in the Hospitality & Tourism Industry

Media Type: Microsoft® PowerPoint® Presentation

Duration: 47 slides

Goal: To explore various aspects of customer service within the hospitality and tourism industry.

Description:

Customer service is one of the most important factors for tourists during their visit to a hospitality operation. This presentation identifies the importance of customer service, analyzes ways to improve customer service, discusses proper customer service techniques in the restaurant, lodging and travel industries as well as how to develop verbal and nonverbal communication skills for use in the hospitality industry.

Objectives:

1. To identify the importance of customer service in the hospitality industry.
2. To analyze ways to improve customer service in the hospitality industry.
3. To discuss proper customer services techniques in the restaurant, lodging and travel industries.
4. To develop verbal and nonverbal communication skills in tourism customer service.

Horizontal Alignment

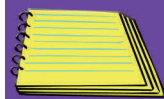
Core-Subject Area	Foundation Concept	Basic Understanding
Social Studies	<i>Impacts of History, Government & Economics</i>	<ul style="list-style-type: none"> • Points of reference in world history • Chronological sequencing • Compare/contrast today and history • Describe cause/effect relationships • Process of government • Role of government on society • Laws and regulations • Types of government • Types of economies • Economic processes • Impact of government and economies on history
	<i>Historical Referencing & Writing</i>	<ul style="list-style-type: none"> • Accumulating, reading and analyzing data • Utilizing reference materials • Evaluating the validity of a source • Identifying bias • Creating bibliographies • Evaluating the effectiveness of historical events, writings and articles
	<i>Geographical Skills & Applications</i>	<ul style="list-style-type: none"> • Cultural trends

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Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Language Arts	<i>Application of Writing Skills</i>	<ul style="list-style-type: none"> • Editing/proofreading • Composition mechanics • Descriptive, informative, creative and persuasive writing • Organizing logical arguments • Brainstorming • Analyzing audiences • Utilizing reference materials • Creating bibliographies • Enhancing grammatical mechanics • Vocabulary enhancement
	<i>Analysis of Text & Information</i>	<ul style="list-style-type: none"> • Drawing inferences and generalizations • Reading/content literacy • Critical thinking • Creative thinking • Values and ethics • Expression of thoughts and ideas • Communication skills • Correlating text events with personal experiences • Developing listening and comprehension skills • Literary interpretation • Creating visual representations
	<i>Technology Applications in Literature</i>	<ul style="list-style-type: none"> • Utilizing document processing software • Utilizing presentation processing software • Internet-based research

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Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the “Printable Resources” section. If student licenses have been purchased, an interactive version of the Student Notes is available in the “Interactive Activities” section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

Class 1: Pass out the *Customer Service in the Hospitality & Tourism Industry Vocabulary Handout*. Show *Customer Service in the Hospitality & Tourism Industry - Introduction to Tourism Services*. Follow the segment with its *Assessment*. Instruct students to complete the *Service Languages Activity*. Introduce the *Technologies & Tourism Service Project* and allow the rest of class time for students to work.



Slides
1-21

Class 2: Begin by briefly reviewing the previous segment. Show *Customer Service in the Hospitality & Tourism Industry - Tourism Service Techniques*. Remind students to continue using the *Vocabulary Handout*. Follow the segment with its *Assessment*. Instruct students to complete the *Customer Service Techniques Activity*. Instruct students to start the *Careers in Tourism Services Project*.



Slides
22-47

Class 3: Begin by completing the *Employee Actions Activity*. Instruct students to complete the *Registration & Check-Out Process Project*.

Class 4: Quickly review the previous days' material. Administer the *Customer Service in the Hospitality & Tourism Industry Final Assessment*. Allow students the remainder of class to work on the *Projects*.

Class 5: Begin by completing the *Public Relations Activity*. Instruct students to

complete the *Staff Training and Guest Needs & Satisfaction Projects*



Lesson Links

World Tourism Organization

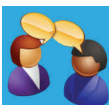
- <http://www2.unwto.org/>

Travel & Tourism Research Association

- <http://www.ttra.com/>

World Travel & Tourism Council

- <http://www.wttc.org/>



Career & Technical Student Organizations

DECA

- Principles of Hospitality and Tourism
- Hotel and Lodging Management Series
- Hospitality and Tourism Operations Research
- Hospitality and Tourism Professional Selling

FCCLA

- Entrepreneurship
- Culinary Arts
- Food Innovations
- Hospitality, Tourism and Recreation



Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50301, Aidan Dunleavy, Restaurant Manager, Las Vegas Hyatt Restaurant
- iCEV50441 Sherman James, Concierge, MGM Grand
- iCEV50171, Paul Jagielski, Culinary Manager, Cedar Point Amusement

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Lab Activities

Service Languages

Directions:

Divide the class into groups of two. Instruct students develop a conversation between a customer and a service representative. The conversation should be based on handling a difficult situation. Students will demonstrate the conversation and receive feedback from their classmates.

Customer Service Techniques

Directions:

Divide students into groups of three or four. Students will choose a particular area of service and develop a brochure with customer service techniques. The brochure should provide suggestions to serve senior travelers, children, travelers with disabled conditions and very important persons.

Employee Actions

Directions:

Divide students into groups of two. Students will role play different scenarios between guest and employees to determine how guests react to an employee's actions. Students will create a summary of their findings and determine how employee actions can impact their business.

Public Relations

Directions:

Students will research public relations campaigns completed by businesses within the hospitality and tourism industry. Based on their findings, students will choose a business to develop a basic public relations campaign plan.



Projects

Technologies & Tourism Services

Directions:

Students will research and identify emerging technologies affecting tourism services. Students will create a Microsoft® PowerPoint® presentation covering the use of technologies in restaurants, lodging and entertainment properties.

Careers in Tourism Service

Directions:

Students will choose a position which interests them, research about the position and create a job profile. The job profile should include the definition of the position, education required, work experience required, expected income, personality traits suitable for this occupation and any other information related to the occupation.

Guest Needs & Satisfaction

Directions:

Students will develop a brochure detailing methods for satisfying the five basic needs of guests. Additionally, students will identify items such as culture, special needs and unique guest requests which can impact guest satisfaction.

Registration & Check-Out Processes

Directions:

Students will research different aspects of the registration and check out processes used in the hospitality and tourism industry.

Staff Training

Directions:

Students will develop a staff training plan for a business within the hospitality and tourism industry.