

The Hong Kong Polytechnic University

Subject Code	HTM1BN04
Subject Title	Achieving Quality Customer Service in Hospitality Industry
Credit Value	3
Level	1
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject is to explain the nature of customer service and the scope of hospitality industry which is one of the major economic sectors of Hong Kong. Students will understand the concept of quality service and its impact on Hong Kong economy and its reputation. Students will be able to explain key elements in providing quality customer service which is essential in overall personal career development.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ol style="list-style-type: none">Explain basic concepts and ideas of quality customer service in hospitality industryUnderstand customer needs, expectations and acceptable and unacceptable customer service behaviourDescribe importance and fundamentals in customer satisfactionComprehend and appreciate customer interactions and demandsUnderstand customer complaints and able to suggest solutions to solve the problems and regain customer satisfaction

Subject Synopsis/ Indicative Syllabus	Topics & Indicative Contents
	<ol style="list-style-type: none"> 1. Scope of hospitality industry and nature of customer service 2. Service economy – the rise of service economy and sector in Hong Kong 3. Unique characteristics of customer service in the tourism and hospitality industry 4. Service Gap Model – Balancing Customer Perceptions and Expectations 5. Measuring service quality 6. Determinants of Quality Customer Service 7. Challenges and Barriers to Quality Customer service 8. Uncovering customer needs – knowing customers’ expectations and anticipating their needs 9. Handling customer complaints – skills and techniques in handling customers complaints 10. Service recovery strategies 11. Building customer relationship – how to build and create manage relationship management 12. Creating positive customer experience – enhancing customer satisfaction and customer loyalty