

FACULTY OF GLOBAL & COMMUNITY STUDIES		
COURSE OUTLINE		
Term:	Summer 2016	Instructor:
Course No	TOUR 151	Office:
Course Name:	Service Management in Tourism	Telephone:
Credits:	3	E-mail:
Classroom/Lab:	Online	Office
Scheduled:	N/A	Hours:

COURSE FORMAT: Online and self-study; 15 weeks

PREREQUISITES: None

FOURTH HOUR: N/A

COURSE DESCRIPTION: **OVERALL MISSION STATEMENT:** To challenge and inspire future leaders of the Tourism and Outdoor Recreation community by building leading edge professional skills and values.

MISSION FOR YOU AS AN INDUSTRY LEADER IN CUSTOMER SERVICE: To become a leadership role model for customer service in your future organization by applying the knowledge, attitude and skills to produce leading-edge service delivery.

COURSE LEARNING OUTCOMES: The overall purpose for this course is to enable participants to deliver the single most important aspect of business and that is service management, in particular where it pertains to the customer, but also for internal service. The course follows the sequence necessary for an industry leader to design, develop and implement a service culture that will support and enhance an organization's ability to provide a continual high level of excellence.

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Define the context and extent of a service vision and instill a service vision in the minds and hearts of the employees in a given company
2. Design a mission that faithfully represents the service vision, is simple and easily understood and implemented in the day-to-day work of all staff
3. Use creative and lateral thinking methods to (1) overcome service challenges and (2) Take the company to the next level of service excellence
4. Adapt a service vision to the cultural and ethnic diversity of customers
5. Lead change to continually improve service delivery; accept and develop new systems to work with change that is forced upon a company by external influences; manage and run systems to implement change; empower staff to use judgement in service decision making as if they were entrepreneurs running their own business
6. Design, budget, install, market, sell and run a system of recognition and reward for excellent service and consistently high service performance
7. Use the leadership verbal "soft" skills of rapport-building, listening, recognition for good performance and feedback for improvement; select, implement and use the most appropriate "hard" communications systems for both internal and external purposes

8. Use a balanced, rational approach to service decision making; use a win-win approach to managing differences in service situations, whether between employees or with customers
9. Develop a profile to use when hiring employees for any given service function; recruit and select the best person for that function
10. Develop and implement a training plan for managers and staff when installing a new service culture
11. Design an overall service strategy that will take an organization to the next level of excellence

EVALUATION PROFILE:

Assessment	% of Final Grade	Due Date	Individual/Group
Mini Assignments x 12 (5% each)	60		Individual
Service Transformation Plan	20		Individual
Final Exam	20		Individual
	100%		

GRADING PROFILE:

A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
A-=80-84%	B- = 70-72%	C- = 60-62%	

GRADING STANDARDS:

A+	All aspects of the work submitted are to exceptional standards. Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
A	All aspects of the work submitted are to excellent standards. Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
B	All aspects of the work submitted are to good standards. Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
C	All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass. Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
D	Work submitted earns a minimal pass. Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
F	All aspects of the work submitted are below adequate standards Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

RECOMMENDED REFERENCE SOURCES:

- Articles and materials on TOUR 151 Moodle site

- Leading Change by John P. Kotter. Published by Harvard. ISBN 0-87584-747-1
- Service Management by Richard Normann. Published by Wiley. ISBN 0-471-49439-9
- The key to Great Leadership by Peter Burwash. Published by Torchlight. ISBN 1-887089-01-2
- Leadership by Robert Lussier. Published by South Western. ISBN 0-324-04166-7
- Connecting with Customers by Marc Mancini. Published by Prentice Hall. ISBN 0-13-093390-2
- 1001 Ways to Reward Employees by Bob Nelson. Published by Workman. ISBN 1-56305-339-X
- Non-Manipulative Selling by Tony Alessandra. Published by Prentice Hall. ISBN 0-13-623307-4

COURSE CONTENT/SCHEDULE:

Students are expected to progress through the 12 modules provided in the handbook or on the Moodle site. Using your co-op host company and staff as your resource, in addition to assigned readings, videos, and Podcasts, complete each assignment and upload it /submit it to Moodle by the dates shown below. Be proactive: one of the biggest challenges in distance education is self-discipline. As business itself requires great self-discipline, this will be a test of your own drive and determination.

Suggestion: enter these dates in your electronic notebook or day timer. The dates have been loaded into the Moodle course calendar and can be exported to iCal, Google calendar and MS Outlook (up to 60 days in advance). See the Assignment list on Moodle for details.

DATE	TOPIC(S)	ASSIGNMENT DEADLINE
	Welcome to Service Management – An Introduction to the Course <ul style="list-style-type: none"> • Course Outline • Assignment List • Net Etiquette • Course Information • Voice Thread - Getting to Know You 	
	Defining Customer Service – An Introduction <ul style="list-style-type: none"> • <i>40 Eye-Opening Customer Service Quotes</i> (Forbes Article) • CBC Podcast: "Tales of Customer Service" • Podcast Question Sheet: "Tales of Customer Service" • Defining Customer Service Question Sheet • Voice Thread – Defining Customer Service 	J
	Module 1: Creating and Implementing a Service Vision <ul style="list-style-type: none"> • <i>The Effect of Organisational Vision on Service Quality Delivery</i> (Journal Article) • Module One Notes • Assignment - Module One • Voice Thread – Service Vision 	
	Module 2: Designing an Effective Mission Statement <ul style="list-style-type: none"> • Module Two Notes • Assignment - Module Two 	

	Module 3: Creative Problem Solving for Service Challenges <ul style="list-style-type: none"> • Module Three Notes • Module Three Assignment Sheet 	
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	<ul style="list-style-type: none"> • Assignment - Module Three 	
	<p>Module 4: Adapting Service for Cultural Diversity</p> <ul style="list-style-type: none"> • <i>Culture and Its Impact on International Service Management: Exploring Global Consumers' Different Service Perceptions and Preferences in the International Hospitality Industry</i> (Journal Article) • Module Four Notes • Assignment - Module Four 	
	<p>Module 5: Leading Change and Staff Empowerment</p> <ul style="list-style-type: none"> • <i>Legends of Service Excellence: The Habits of Seven Highly Effective Hospitality Companies</i> (Journal Article) • Module Five Notes • Assignment - Module Five 	
	<p>Module 6: Implementing Recognition Systems for Service Excellence</p> <ul style="list-style-type: none"> • <i>The Rewards of Recognition: Six Strategies</i> (Article) • <i>Five Questions about Employee Recognition and Reward</i> (Article) • Module Six Notes • Assignment - Module Six 	
	<p>Module 7: Communicating Effectively – Skills and Systems</p> <ul style="list-style-type: none"> • Module Seven Notes • Assignment - Module Seven 	
	<p>Module 8: Making Decisions & Managing Service Recovery</p> <ul style="list-style-type: none"> • Module Eight Notes • <i>The Effect of Service Failure Types and Service Recovery on Customer Satisfaction: a Mental Accounting Perspective</i> (Journal Article) • Assignment - Module Eight 	
	<p>Module 9: Hiring and Keeping the Best People for Service</p> <ul style="list-style-type: none"> • Module Nine Notes • <i>Finding, Hiring, Training, and Keeping Friendly Employees</i> (Article) • Assignment - Module Nine 	
	<p>Module 10: Developing a High-Performance Service Team</p> <ul style="list-style-type: none"> • Module Ten Notes File • Assignment - Module Ten • Major Assignment - Service Transformation Plan (20% - Due August 10) 	
	<p>Module 11: Designing an Effective Service Strategy</p> <ul style="list-style-type: none"> • Module Eleven Notes • <i>Legends of Service Excellence: The Habits of Seven Highly Effective Hospitality Companies</i> • Assignment - Module Eleven 	
	FINAL EXAM	

YOUR SERVICE TRANSFORMATION PLAN (20%) – see the Assignment List on our Moodle site for details.

FINAL EXAM (20%) – See the Assignment List on our Moodle site for details.

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation, and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:***Attendance:***

Regular class attendance, and participation in course activities and s, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory.**

Participation:

This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student's comments, questions, observations, and involvement, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student's ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.

Professional Behaviour:

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism:

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University website.

Penalties for Cheating & Plagiarism:

A grade of '0' for an examination, quiz or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University Calendar). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes: Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

English Usage: All s are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

Assignments: Homework s are due at the **start of class** on the due date unless otherwise advised by your instructor. Late s will only be accepted if prior approval for a late submission date has been given by the instructor.

Programmable Tools: The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.

Incomplete Grades: Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Copyright Policy: Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.

Emergency Procedures: Students are required to familiarize themselves with emergency procedures posted in the classroom.

COURSE POLICIES:

Late Penalty: A late penalty of 10% per day will be deducted for assignments received after the due date.