



**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 4 Extended Diploma in Tourism & Hospitality	
Unit Number/ Unit Title	Unit 3 Principles of Customer Service and Guest Experience	
Cohort Code:	L04CSG-U3	
Unit Level	Level 4	
Total Credits/Hours	Total qualification time 120/ Total Guided learning hours 48/ Self-guided learning hours 72	
Credits	12 CATS/ 6 ECTS	
Lecturer		
Start Date		End Date

Unit Aims	This module aims to develop learners' understanding of customer service as a critical element in hospitality and tourism. It explores service quality, customer satisfaction, complaint handling, and strategies to deliver exceptional guest experiences in diverse cultural contexts.	
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning	
Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.	

Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	Teaching and Learning Materials
	<ul style="list-style-type: none"> • Kandampully, J., Zhang, T., & Jaakkola, E. (2018). Customer Experience Management in Hospitality. Routledge. • Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm. McGraw-Hill. • Bowie, D., Buttle, F., Brookes, M., & Mariussen, A. (2016). Hospitality Marketing: Principles and Practice. Routledge. • Lockyer, T. (2007). The International Hotel Industry: Sustainable Management. Routledge. • Lovelock, C., & Wirtz, J. (2015). Services Marketing: People, Technology, Strategy. Pearson.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Understand the concept of service quality and guest satisfaction.	1.1 Explain the principles of service excellence in tourism and hospitality. 1.2 Analyse the relationship between service quality and customer satisfaction.
LO2. Apply customer service techniques in practical scenarios.	2.1 Demonstrate effective verbal and non- verbal communication with guests. 2.2 Apply active listening and problem-solving techniques.
LO3. Examine cultural sensitivity in delivering customer service.	3.1 Identify how culture influences customer expectations. 3.2 Evaluate methods to adapt service strategies in multicultural settings.
LO4. Manage customer complaints and service recovery.	4.1 Outline a process for handling guest complaints professionally. 4.2 Assess the importance of feedback and service recovery mechanisms.
LO5. Design strategies to improve customer experience.	5.1 Propose innovative ways to enhance guest experiences. 5.2 Justify how technology can support personalised service.

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/signature
1	Introduction to Customer Service in Hospitality and Tourism	Define customer service and explain its importance in guest-centric industries.	LO1	
2	Understanding Service Quality: Definitions and Dimensions	Explore components of service quality (reliability, responsiveness, empathy, etc.).	LO1	
3	The Relationship Between Service Quality and Guest Satisfaction	Analyze how perceived service quality affects customer satisfaction levels.	LO1	
4	Measuring Guest Satisfaction: Tools and Metrics	Understand methods like surveys, Net Promoter Score (NPS), and online reviews.	LO1	
5	Moments of Truth in Customer Interactions	Identify critical moments that shape guest perceptions.	LO1	
6	Introduction to Practical Customer Service Techniques	Apply basic customer service techniques such as greeting, tone, and active listening.	LO2	
7	Effective Communication in Customer Service	Practice verbal and non-verbal communication strategies to enhance guest interactions.	LO2	
8	Empathy and Emotional Intelligence in Guest Service	Apply emotional intelligence to build rapport and trust with guests.	LO2	

9	Managing Service Under Pressure	Demonstrate service delivery in fast-paced or stressful environments.	LO2	
10	Role-Playing and Case Studies in Customer Scenarios	Practice handling real-life service situations to build confidence and adaptability.	LO2	
11	Cultural Awareness in Hospitality	Understand the influence of culture on guest expectations and communication styles.	LO3	
12	Intercultural Communication Skills for Frontline Staff	Apply culturally respectful language and gestures in diverse customer interactions.	LO3	
13	Case Studies: Guest Experience in Different Cultural Contexts	Examine real-world examples of culturally sensitive service delivery.	LO3	
14	Avoiding Cultural Stereotypes and Bias in Service	Recognize unconscious bias and adapt behavior for inclusivity and respect.	LO3	
15	Designing Inclusive Service Practices	Develop strategies to accommodate guests from various cultural and ability backgrounds.	LO3	
16	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Understanding Customer Complaints: Causes and Types	Identify common reasons for complaints and differentiate between service gaps.	LO4	
18	Handling Complaints Professionally and Calmly	Apply structured approaches (e.g., LEARN, LAST, HEARD models) to resolve complaints.	LO4	
19	Service Recovery Strategies: Turning Complaints into Opportunities	Understand how timely recovery can restore guest satisfaction and loyalty.	LO4	
20	Dealing with Difficult Customers and Escalations	Develop techniques to remain calm and professional during conflict situations.	LO4	

21	Case Studies on Service Recovery	Evaluate real-world complaint handling and identify what worked and what didn't.	LO4	
22	Guest Journey Mapping: Understanding the Customer Experience Lifecycle	Analyze every touchpoint in the guest journey to identify improvement areas.	LO5	
23	Personalization and Customization of Guest Services	Design guest experiences tailored to individual preferences and needs.	LO5	
24	Using Technology to Enhance the Guest Experience	Explore digital tools such as mobile check-in, chatbots, and feedback systems.	LO5	
25	Creating Memorable Guest Experiences	Understand the elements that turn good service into unforgettable moments.	LO5	
26	Designing Service Standards and SOPs (Standard Operating Procedures)	Create guidelines that ensure consistency in service quality.	LO5	
27	Staff Training and Empowerment for Exceptional Service	Plan internal strategies to empower employees to deliver great guest experiences.	LO5	
28	Trends in Guest Experience: Wellness, Sustainability, and Experiential Travel	Evaluate how emerging trends are shaping expectations in hospitality.	LO5	
29	Managing Guest Feedback: From Collection to Action	Design feedback loops to drive continuous service improvement.	LO5	
30	Final Exam Preparation & Review			
31	Final Exam			