



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Tourism Management
COURSE NAME	EXCELLENT SERVICE QUALITY
COURSE CODE	DTS 1012
CREDIT HOUR	2
SYNOPSIS	Exposes students to the practice of excellent hospitality and customer service attitude, which is integral for success in tourism services. Students will know the positive and warm hospitable attitude and values while interacting with guests, customers and deliver high quality service that exceed customers' expectations.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Understanding Customer Service 1.1 Explain the concept of customer's service in tourism and hospitality industry 1.2 Describe how to meet customer needs 1.3 Explain organizational support for customer service
2	The Service Culture in Tourism Industry and Hospitality Service 2.1 Clarify the importance of good customer service 2.2 Describe six major focus of customer oriented
3	Customer Attributes 3.1 Explain the internal and external customers 3.2 Describe the importance of understanding perceptions 3.3 Explain the importance of cultural awareness 3.4 Explain how to serve customer with special needs 3.5 Describe product differentiation
4	Introduction to Front Office 4.1 Explain the importance of front office in tourism and hospitality business 4.2 Explain the functions of front Office

5	Customer Service Skills 5.1 Explain essential questioning and listening skills 5.2 Describe excellent customer service orientation 5.3 Explain good personality and committed to meeting the needs of customers 5.4 Explain how to interact with customers according to formal and informal context while observing cultural and social differences 5.5 Describe how to practice positive and warm hospitality attitude and values while interacting with customers
References:	1. Wirtz & Jochen (2017). Service Quality and Productivity Management. World Scientific Pub Co Inc (US)