

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: Tourism Management			
Course Title: GUEST RELATIONS IN TOURISM		Course Org. Title: GUEST RELATIONS IN TOURISM	
Course Level: Bachelor's Degree		Course Code: TMT 3024	
Language of Instruction: English		Form Submitting/Renewal Date 28/11/2017	
Weekly Course Hours: 3		Course Coordinator: PROF.DR. EBRU GÜNLÜ KÜÇÜKALTAN	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 4



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
Tourism Management	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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Course Objective:

The aim of this course is to provide detailed information about guest relations management in the hospitality focusing mostly on handling guest complaints and crisis management.

Learning Outcomes:

- 1 Identify the main components of guest service and guest types.
- 2 Demonstrate an understanding of the importance of guest service to hotel's success and failure.
- 3 Recognize effective methods of gathering, using and interpreting guest feedback.
- 4 Identify key features of communication in a guest focused team.
- 5 Recognize how technology may be used to improve service for guests.
- 6 Identify key steps in solving potentially difficult situations.

Learning and Teaching Strategies:

1. Lecture: There will be three lecture sessions every week.
2. Guest Speakers: According to the availability, PR and CRM Managers of Izmir's large scale hotels will be invited as guest speakers to share their experiences with students.
3. Role Playing: Scripts about handling guest complaints will be given to improve basic communication skills.

Assessment Methods:

Name	Code	Calculation formula
MIDTERM EXAM	MTE	
PROJECT	PRJ	
ASSIGNMENT	ASG	
FINAL EXAM	FIN	
FINAL COURSE GRADE	FCG	$MTE*030+PRJ*030+ASG*010+FIN*030$
RESIT	RST	
FINAL COURSE GRADE (RESIT)	FCGR	$MTE*030+PRJ*030+ASG*010+RST*030$



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Further Notes about Assessment Methods:

1. Midterm and final exams will cover the questions from the topics in the outline.
2. At the beginning of the term students will form groups and work together for term project. Term project should be typed in Times New Roman, 12 point font, double-spaced and Apa format. The presentation should be no longer than 15 minutes. Grading of term project will be based on content, style and presentation.
3. A written assignment will be given.

Assessment Criteria:

1. The students will be able to identify guest service cycle.
2. The students will be able to discuss the importance of guest service in a hotel.
3. The students will be able to outline how to gather, use and interpret guest feedbacks.
4. The students will be able to relate key features of communication in a guest focused team.
5. The students will be able to identify key steps in solving potentially difficult situations.

Textbook(s)/References/Materials:

1. Peppers, D. and Rogers, M. (2011). Managing Customer Relationships: A Strategic Framework. New Jersey: John Wiley.
2. Deuschl, D. (2006). Travel and Tourism Public Relations. Paris: Butterworth Heinemann.
3. Kinni, T. (2011). Be Our Guest: Perfecting the Art of Customer Service. New York: Disney Institute.

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.
2. Plagiarism of any type will result in disciplinary action.
3. Students are advised that faculty use Turnitin to prevent any kind of cheating.
4. Tardiness and early departure from lecture will be referred as absenteeism.
5. Using cell-phone for messages or any electronic devices during the course are strictly prohibited.

Contact Details for the Instructor:

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Room: 215

Office Hours:

Course Outline:		
Week	Topics:	Notes:
1	General Overview of the Course	
2	Guest Types, Guest Service Excellence and Customer Focused Management Culture	
3	Customer Relationship Management	
4	Customer Strategy	
5	Handling Guest Complaints, Gathering, Analyzing and Interpreting Guest Feedback	
6	Handling Guest Complaints, Gathering, Analyzing and Interpreting Guest Feedback	
7	Dealing with Difficult Situations and Guests	
8	Dealing with Difficult Situations and Guests	
9	Technology in Customer Relationship Management	
10	Customer Relationship Management and Social Media	
11	Term Paper Presentations / Discussion	
12	Term Paper Presentations / Discussion	



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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36
Tutorials	0	0	0

Exams

Quiz etc.	0	0	0
Final	1	1	1
Midterm	1	1	1

Out of Class activities

Project Preparation	1	6	6
Preparations before/after weekly lectures	10	3	30
Preparation for midterm exam	1	9	9
Preparation for final exam	1	9	9
Preparing presentations	1	3	3
Preparing assignments	1	4	4
Total Work Load (hour)			99
ECTS Credits of the Course= Total Work Load (hour) / 25			4