



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

Hospitality and Guest Services
M4X01915

MODULE CODE:	M4X01915
TITLE:	Hospitality and Guest Services
DATED:	22/06/2015
LEVEL:	4
CREDITS:	20
JACS CODE:	N221

AIM(S)

- To provide students with an understanding of the role and importance of hospitality and guest services practices within the Leisure and Tourism industries. Students will be introduced, where appropriate to the proven Guest Service training standards and operational practices, and appreciate the importance of identifying and satisfying guest needs.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Understand the importance of Guest Services strategies and appreciate their use in understanding guest needs and the value of empowerment and guest service measurements;
2. Evaluate the range of hospitality services and provision in terms of the changing nature of consumer demands and understand operational systems and resource provision required to deliver service excellence.

INDICATIVE CONTENT

- International and UK Hospitality Industry- Concepts, definitions of hospitality, guest service and customer care, historical developments, role and function of hospitality services, market analysis of different sectors (hotels, guest services, restaurant, houses F+B providers, outlets, support services), franchising structure, relationship within national economies, economic impacts, organisational trends.
- Consumers - Understanding and appreciation of guest needs, identification of market segments for hospitality products, characteristics, structure, changing customer needs and demands, lifestyle trends, patterns of work, lifecycle, fashion fads, service expectations, internal and external factors, market trends. Sustainable (greening) good practice.
- Hospitality Skill Requirements and Operational Issues- Operational systems for provision of F&B, accommodation, resource co-ordination, specific service skills. Changing industry, consumer demands, training initiatives food hygiene, requirements, menu planning, legislation, cultural influences, performance measures, verification and grading. Social media influences (TripAdvisor) and digital management responses.
- Guest services- Nature, scope and role, guest service and training models, guest service standards, empowerment, ownership, guest service measures, quality awards, mystery shopper, guest needs, understanding and appreciation of philosophies, use of mystique case studies to include Marriott (Spirit to Serve), Disney, Ritz Carlton, West Pace Hotel Group, Solis, Capella Hotels and Bluestone.

LEARNING AND TEACHING STRATEGY

This module involves theoretical understanding that needs to be practically applied, for this reason, key note lectures will be supported by practical and interactional seminars, tutorials and workshops. This will be reinforced by field trips and guest speakers.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Description of each assessment component and its weighting, together with an example for new forms of assessment:

Assessment Component 1 – 50%

Guest Service Appraisal and Seminar Presentation

Exemplar:

Assessment 1 will require students to undertake an appraisal of a guest service experience to demonstrate their understanding and appreciation of cutting edge guest service strategies and their application in practice. The assignment may take the form of a group in class assessment (but students will receive individual marks). The exercise will provide students with an understanding of the importance of guest service strategies and appreciate their use in identifying guest needs – and the importance of empowerment and guest service measurements within the hotel/hospitality industry.

Assessment Component 2 – 50%

Hotel/Hospitality Audit Report (2000 words)

Exemplar:

Assessment 2 will require students to produce an evaluative report on a hotel or hospitality organisation (but establishment must provide accommodation) of their choice, subject to agreement with the module tutor. The report will essentially be an audit to assess the extent of service provision following set guidelines. The assessment will provide students with an understanding of the market environment together with a knowledge of changing consumer preferences – and their impact upon guest service management. Quality management systems employed within the establishment will also require investigation.

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	50%
Practical	50%
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes
	No
If yes please provide brief details (no more than 100 words): Sustainable development within UK and international hotel/hospitality developments will form part of the curriculum, with industry good practice appraised. Appropriate case studies will be used, together with guest speakers, which will focus upon sustainable development themes.	

BIBLIOGRAPHY

Essential

Brotherton, B. & Wood, R. (2008) Hospitality Management, Sage, London

People 1st (2013) State of the Nation Report; An analysis of labour market trends, skills, training within the UK hospitality and tourism industries, PF, Uxbridge.

Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford

Walker, J. (2013) Introduction to Hospitality, Pearson, London

WG (VisitWales) 2013 Partnership for Growth – Tourism Strategy for Wales 2013-2020

Recommended

Fallon, M. & Rutherford, D. (2010) Hotel management and Operations, Wiley, London

Heppell, M. (2010) Five Star Service: How to deliver Exceptional Customer Service, Prentice Hall, London

Johnston, R. Clark, G. & Shulver, M. (2012) Service Operations Management, Pearson, London

O’Gorman, K. (2010) The Origins of Hospitality and Tourism, Goodfellow, Oxford

Schulz, H (2000) Putting on the Ritz – Series of Articles by Ritz Carlton

Swarbrooke J & Horner S (2011) Consumer Behaviour in Tourism 2nd Ed, Oxford, Butterworth

Vallen, G. & Vallen, J. (2012) Managing Hotel Operations, Pearson, London.

Visit Wales (2006) Achieving our Potential, Cardiff: WAG

WorldHost publications (People 1st)

Background

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Journals

Caterer and Housekeeper.

Management Today

Journal of Hospitality Management

Leisure Management

Hospitality (Institute of Hospitality)

Websites

www.managementtoday.co.uk

www.businessballs.com

www.instituteofhospitality.org

www.visitwales.com

www.visitbritain.com

