



Module Title	Guest Relations		
Module Code	HOS202		
Module Type	Compulsory	ECTS	6
Year / Semester	Year 1/Semester 2		
Module Purpose and Objectives	<p>The module will introduce the students to the management of customer service and customer/guest relations. Students will be presented with different aspects, concepts, theories, strategies and techniques of customer relationship management, necessary when interacting with guests for providing excellent customer service. They will also develop their communication skills and understanding of customers' needs and preferences in the hospitality industry by developing a customer centred culture in order to exceed customer expectations and always go the extra mile.</p>		
Learning Outcomes	<p>On successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> • Explain the importance of guest relations in hospitality management and its impact on success. • Interpret guest feedback to improve guest relations. • Apply problem-solving skills to enhance guest experiences. • Evaluate guest relations' impact on satisfaction, loyalty, and retention. 		
Module Content	<p>This module explores the concept of guest relations within the hotel industry, emphasising its essential role in enhancing guest satisfaction and cultivating positive experiences. Students learn to identify and understand guest needs, behaviours, and expectations, with a focus on problem-solving. Also, the module covers quality service, service culture development, and managing service encounters. Students explore the impact of technology on customer service, the significance of managing hotel reviews, and strategies for building customer relationships. It addresses guest satisfaction, emotional intelligence, service recovery, and the promotion of customer service skills. Lastly, it examines guest relations in the digital age, authentic guest experiences, and the importance of service encounters in shaping guest perceptions of service quality.</p>		
Teaching Methodology	<p>The module is delivered over a combination of lectures, videos, group discussions, audio visual aids, seminars, tutorials, workshops, case studies, hotel visits. All lecture material and additional information will be available through our Moodle platform.</p>		



Assessment	Assessments will be an essay and an individual presentation, with the final grade including semester attendance and participation, with a hotel industrial visit.
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