CUSTOMER SERVICE AND SALES IN RECREATION OPERATIONS

RECR 471 (3 units)
Spring 2011
YOLO 171
T R 12:30 – 1:45 PM

Instructor: Dr. Sarah Richardson   Office Hours
Office: YOLO 182   Tuesdays 10 AM – 12:30 PM and 2 – 4:30 PM
Phone: 898-6652 (voice mail available)
E-mail: srichardson@csuchico.edu

Please contact me ONLY through my Outlook email, NOT through Vista.
On subject line put: RECR 471 – YOUR NAME – Subject
E.g. RECR 471–Jane Smith–question about assignment 1

Course Description

This course is designed to give students a comprehensive knowledge of managing customer service in hospitality, recreation, and tourism operations. It includes an examination and application of planning and management for quality customer service hospitality, recreation, and tourism organizations. In addition, it focuses on methods for identifying customer expectations; developing a service culture within an organization; setting quality standards; developing policies, procedures and systems to assure quality customer service; managing personnel for quality customer service; techniques for minimizing customer service problems; resolving customer complaints; and, measuring customer satisfaction. The role of sales, as it relates to customer service, is also addressed in the course.

Required Texts and Readings


NOTE: Other readings will be posted on Vista. Check the calendar for readings due that day (must be done before class).
**Learning Outcomes**

**Students in RECR 471 will:**

1. Understand the behavioral impacts of customer service on leisure participants, and the economic impacts of customer service on the organization.

2. Understand the relationship between customer expectations, customer satisfaction, and customer loyalty (NRPA-COA Standard 7C.03).

3. Understand and be able to apply methods for identifying and monitoring customer expectations for different target market groups (NRPA-COA Standard 9C.04).

4. Understand the concept of “quality” and how to assess it from a customer’s perspective.

5. Understand the role of human resources in the customer service quality chain and be able to apply methods for effective management of human resources (NRPA-COA Standard 7C.02).

6. Be able to develop organization policies and procedures to best assure service delivery that consistently meets or exceeds customer expectations.

7. Understand the process of developing and maintaining an organizational culture that views quality customer service as a top priority.

8. Be able to apply methods to measure customer satisfaction (NRPA-COA Standard 9A.05).

9. Be able to collect, analyze, and utilize customer feedback to continuously monitor and improve service quality (NRPA-COA Standard 9A.02; NRPA-COA Standard 9C.05).

10. Understand the relationship between customer service and sales.

11. Understand the steps in the selling process and be able to apply them to different sales scenarios.

12. Understand and be able to apply methods for sales planning and management (NRPA-COA Standard 9A.02).

**Instructional Methods**

The following methods will be used to present learning materials and to enhance student learning in this course:

1. Lectures
2. Guest speakers
3. Readings
4. Case studies
5. Class discussions
6. Presentations by students
7. Quizzes and examinations
8. Outside readings
Completion of Assignments

To maximize learning, students are expected to read the assigned course material prior to coming to class and to be prepared to discuss the concepts and ideas presented in the assignments. You must also complete any homework assignments assigned for that class. Failure to prepare for the class will reduce student learning, resulting in poor performance on the quizzes, tests, and assignments.

Drops and Adds

Friday of week two is the LAST day to add or drop classes without special permission of the instructor and the department chair. Students will need a "serious and compelling" reason after this date and will have to use the Change of Program (COP) process. There will be NO adding or dropping of classes or changing of grade option after Friday of week four without a "serious and compelling" reason approved by the instructor, department chair, and college dean. (These policies are described in the university’s online catalog at http://www.csuchico.edu/catalog/cat05/5Degree/09regs.html.)

Class Absences, Late Assignments and Make-Up Exams

Attendance is expected at all classes. The instructor will consider the merits of absences on a case-by-case basis. No late assignments will be accepted. Make-up exams will only be given for university-approved absences, such as illness (medical documentation required) or required field trips.

Note: Incompletes will not be given in this class. If work is not completed by the end of the semester, a grade of “F” will be assigned.

Academic Honesty

You are encouraged to incorporate the ideas of others who have written or spoken about a topic, but when you use the ideas of others, it is only fair to give credit to them for their ideas. Therefore, it is very important that you always cite references appropriately.

Academic honesty is an issue of serious concern. I expect all students to maintain a high standard of academic integrity. All work submitted must represent original work done by the individual or group turning it in. Consequences for academic dishonesty can be severe, ranging from failure in the individual course to expulsion from the University and denial of a degree. Consult the "Academic Honesty" portion of the University catalog for details. Copying the work of others and presenting it as your own will result in failure for the entire course.

Our greatest asset is the customer! Treat each customer as if they are the only one!
LAURICE LEITAO

If we don’t take care of our customers, someone else will.
UNKNOWN

Course Evaluation and Grading
Student performance will be assessed and grades will be computed on the following basis:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>% of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examinations (1 @ 15% each)</td>
<td>15%</td>
</tr>
<tr>
<td>Examination (2@20%)</td>
<td>40%</td>
</tr>
<tr>
<td>Final exam (1@25%)</td>
<td>25%</td>
</tr>
<tr>
<td>Guest speaker summaries* (CR/NCR)</td>
<td>5%</td>
</tr>
<tr>
<td>Online Assignments (CR/NCR)**</td>
<td>5%</td>
</tr>
<tr>
<td>Attendance, participation, contribution, in-class &amp; homework assignments</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Summaries must be completed for all guest speakers to receive this grade percentage. It is “all or nothing”.

**All assignments must be completed thoroughly, according to all specifications, to receive credit.

Course grades will be assigned on the following scale:

- A = 94-100%
- A- = 90-93.9%
- B+ = 87-89.9%
- B = 84-86.9%
- B- = 80-83.9%
- C+ = 77-79.9%
- C = 74-76.9%
- C- = 70-73.9%
- D+ = 67-69.9%
- D = 60-66.9%
- F = 59.9% or below

**Great Customer Service Quotes – Food for Thought For RECR 471**

*Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.*

PETER DRUCKER

*Do what you do so well that they will want to see it again and bring their friends.*

WALT DISNEY

*There are no traffic jams along the extra mile.*

ROGER STAUBACH

*You’ll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can’t be copied.*

JERRY FRITZ
Although your customers won’t love you if you give bad service, your competitors will.
KATE ZABRISKIE

If you make customers unhappy in the physical world, they might each tell 6 friends.
If you make customers unhappy on the Internet, they can each tell 6,000 friends.
JEFF BEZOS

Customers don’t expect you to be perfect.
They do expect you to fix things when they go wrong.
DONALD PORTER

The quality of our work depends on the quality of our people.
UNKNOWN

Mistakes are the portals of discovery.
JAMES JOYCE

One of the deep secrets of life is that all that is really worth doing is what we do for others.
LEWIS CAROL

The goal as a company is to have customer service that is not just the best, but legendary.
SAM WALTON

The longer you wait, the harder it is to produce outstanding customer service.
WILLIAM H. DAVIDOW

Give trust, and you’ll get it double in return
KEES KAMIES

Here is a simple but powerful rule - always give people more than what they expect to get.
NELSON BOSWELL

In business you get what you want by giving other people what they want.
ALICE MACDOUGALL

Our life is frittered away by detail. Simplify, simplify!
HENRY DAVID THOREAU

Being on par in terms of price and quality only gets you into the game.
Service wins the game.
TONY ALESSANDRA