

Course Unit	Option 5 - null		Field of study	-	
Classification	Postgraduate Course in Circular and Sustainable Water Design: Health and Wellness		School	School of Hospitality and Wellness	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	1	ECTS credits	6.0
			Code	5067-778-1106-01-23	
Workload (hours)	162	Contact hours	T -	TP 48	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Alcina Maria Almeida Rodrigues Nunes

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand hosting importance and its quality in the results of the company/institution
2. Represent the company/institution by hosting its customers taking into account the established corporate image
3. Identify and exceed clients' expectations regarding their welcoming by applying behavioural and communication methodologies
4. Distinguish the type of customer to personalise the hosting process
5. Treat and resolve any dissatisfactions and/or official complaints

#### Prerequisites

Not applicable

#### Course contents

Importance of service and its quality in the results of the company/institution. Image management: personal, professional and organizational. Communication and behavioural techniques in attendance. Typology of clients and relational adequacy. The phases of the service process. Management of dissatisfactions and complaints for conflict resolution.

#### Course contents (extended version)

1. Understand the importance of service and its quality in the results of the company/institution.
  - Communication and its importance
  - Institutional and interpersonal communication
  - Conceptualisation and purpose of reception
2. Image management: personal, professional, and organisational
  - The communication process
  - Importance of nonverbal language
  - Clothing analysis purpose
3. Communication and behavioural techniques in the service
  - Methods in communication
  - The main moments in the service
  - Relational procedures and their specificities
4. Typology of clients and relational adequacy
  - The various types of customers
  - Methodologies of action
  - Customer satisfaction
5. The phases of the service process
  - The basic principles
  - Rules for a service of excellence
6. Management of dissatisfactions and complaints for conflict resolution
  - The structure of the resolution process
  - Group dynamics

#### Recommended reading

1. Abranja, N., Almeida, M., & Almeida, A. E. (2020). Gestao Hoteleira: o Produto, o Servico e as Tecnicas. Lidel.
2. Abranja, N., Almeida, M., & Almeida, A. E. (2019). Gestao do Alojamento, Rececao e Housekeeping. Lidel.
3. Buswell, J., Williams, C., Donne, K., & Sutton, C. (2016). Service Quality in Leisure, Events, Tourism and Sports (2nd ed.). CABI.
4. Harris, E. (2012). Customer Service: A Practical Approach (6th ed.). Pearson.
5. Hudson, S. & Hudson, L. (2022). Customer Service in Tourism and Hospitality (3rd ed.). Goodfellow Publishers.

#### Teaching and learning methods

Theoretical-practical classes with expository methodology. Use of demonstrative methods of the contents, using audiovisual media, complemented with interactive methods that stimulate student participation. Use of active methodologies in the context of classroom practice, to consolidate concepts and techniques in simulation format.

#### Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final)
  - Final Written Exam - 75%
  - Work Discussion - 25% (Attendance and active participation in class)
2. Alternative 2 - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

Portuguese

Electronic validation	
Alcina Maria Almeida Rodrigues Nunes	Maria José Gonçalves Alves
31-10-2023	08-11-2023

This document is valid only if stamped in all pages.