



Course Title: Customer Service and Product Quality Improvement in Scotland

Course Number: HMG T 2350

Credit Hours: 3

Catalog Course Description: (should match the course description in your institution's current catalog) This course examines the operation of restaurants, hotels, or other tourism businesses while focusing on the cultural nuances of another country. Artisan business entities and other local hospitality businesses will be explored and evaluated from top to bottom, including service and production. Topics of learning include local food specialties, equipment, furnishings, regulations, operations, marketing and business planning.

This course examines the requirements to operate and improve customer service and product quality levels in a restaurant, hotel or other tourism operation while focusing on the cultural nuances of Scotland. Course will include participative learning in regional tourist attractions, lodging, and restaurant operations in Scotland. This class will provide hands on production with Culinaris in the art of Scottish cooking, as well as exploration of local and indigenous ingredients. Artisan business entities and other local hospitality businesses will be explored and evaluated from top to bottom, including service and production. Topics of learning include local food specialties, equipment, furnishings, regulations, operations, marketing and business planning. This course will include as much hands on work as we can reasonably arrange and accomplish in kitchens, lodging and tourist destinations, while still offering time to explore the country and culture.

Eight weeks of the course will be classroom focused on the technical and cultural components of Culinary, Tourism, and the Hospitality Industry in Scotland. The last two weeks will incorporate on site instruction in Scotland. This two week class may provide kitchen instruction with Culinaris and Artisans, and behind the scenes tours of Scottish Tourism and Hospitality Operations. Scottish locations will be, St. Andrews, and the City of Edinburgh. Site visits are subject to amending.

How Program Site will be incorporated into the course: This course will utilize the hospitality establishments in Scotland both as a source for study, critique and development of improvement plans for customer service and product quality. Scotland offers a very unique set of attractions, restaurant, and lodging establishments to study and learn from. In addition, these tourist attractions often drive an entire economic area and are very significant to the country's economy. The opportunity for our students to be a part, and learn from these economic drivers such as the St. Andrews Links and the Edinburgh Castle. In addition, we plan to tour and evaluate The Strathmore Highland Games, the Glamis Castle, the Rosslyn Chapel, Edinburgh museums and many local hotels and spectator tours. The various establishments will be toured and evaluated using techniques and forms developed in earlier portions of the course. While in Scotland, the plan is to gain access to these establishments in front of the house and back of house. We will attempt to gain

permission to work in these establishments also for a greater, in depth study of these establishments.

The relative safety of Scotland is a strong consideration in choosing this location. The low crime rate, and our common language should allow us to focus more on learning and less on logistics.

Prerequisites: None

Textbook(s) and Other Course Materials: Strategic Management for Tourism, Hospitality and Events 2nd Edition, Nigel Evans, Routledge, ISBN: 978-0-415-83727-9 (subject to change).

I. Week/Unit/Topic Basis: modify for number of weeks

WEEK / UNIT #		TOPIC
Week 1	Unit 1	First Impressions Regarding Customer Service
Week 1	Unit 2	Increasing levels of Customer Connection
Week 1	Unit 3	Measuring and Increasing Time Standards
Week 1	Unit 4	Employee Presentation
Week 2	Unit 5	Facility Presentation
Week 2	Unit 6	Use of Quality Standard Operating Procedures

II. Course Goals:

The course will:

- A.** Develop a systematic approach to increasing quality levels in operations.
- B.** Through experiential learning, develop a keen eye for details in the hospitality industry. Focus on universal standards and local expectations.
- C.** Recognize opportunities for exceptional customer service and loyalty building.
- D.** Apply a three pronged approach to improving standards via "hands on" performance, managerial skills, and leadership skills.
- E.** Develop systems to maintain and ever improve new standards of service and quality.
- F.** Demonstrate that great customer service is universal and obtainable.

III. Expected Student Learning Outcomes*

Upon successful completion of this course, the student should be able to:

- A.** Understand the core facets of the hospitality and tourism industry.

- B.** Analyze and apply hospitality and tourism-best practices for safety, health, liability prevention, marketing and sales, and project management.
- C.** Understand the interrelationship between tourism and economic development
- D.** Identify and explain the types of tourism related events and companies in Scotland.
- E.** Demonstrate an understanding of the issues, trends, challenges, and the future of tourism in Scotland.
- F.** Understand the interrelationship between leisure behavior and quality of life issues with artisans in Scotland.
- G.** Identify and Explain procedures and techniques to identify areas of opportunity to increase levels of customer service.

*Letters after performance expectations reference the course goals listed above.

IV. Evaluation:

- A. Testing Procedures:** 2 Exams at 25 points each = 50% of spring session each
- B. Laboratory Expectations:** N/A
- C. Research Paper:** Project Based Presentations: 50 points = 50% of spring session.
- D. Other Evaluation Methods:** 7 Presentations based on Each Topic and the Onsite Visits for a total of 50 points = 50% of Scotland session.
- E.** Average of daily scores based on work ethic and participation on sites for 25 points = 25% of Scotland session.
- F. Grading Scale:** Please note that some TnCIS member institutions do not accept + and - grades, therefore all TnCIS grading scales must consist of only A, B, C, D, F letter grades.

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = below 60

V. Policies:

A. Attendance Policy:

Attendance is of utmost importance in study abroad courses. There are no unexcused absences permitted. Unexcused absences are grounds for removal from the program. Being in class on time is also very important. Frequent tardiness will be considered an absence and appropriate action will be taken. Absences due to illness must be reported immediately to the program director.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other assignments unless explicitly authorized by the instructor.

In addition to other possible disciplinary sanctions that may be imposed as a result of academic misconduct, the instructor has the authority to assign either (1) an F or zero for the assignment or (2) an F for the course.

VI. Instructional Hours:

Instructional time spent in a formal classroom setting and during excursions will total a minimum of 37.5 hours for this course.