

《 旅游企业客户服务（英语） 》本科课程教学大纲

一、课程基本信息

课程名称	(中文) 旅游企业客户服务(英语)				
	(英文) Customer Service in Tourism and Hospitality				
课程代码	2060675	课程学分		2	
课程学时	32	理论学时	32	实践学时	0
开课学院	商学院	适用专业与年级		旅游管理专业二年级	
课程类别与性质	系级选修课	考核方式		考查	
选用教材	自印教材			是否为马工程教材	否
先修课程	旅游学概论				
课程简介	Customer Service in Tourism and Hospitality introduces the theories on customer service, including customer service, customer satisfaction, service recovery and CRM. This course focuses on the operation and management of the tourism field, aiming to encourage students to understand and think deeply about the customer service management from customers, service provider and managers position. The course concludes discussing the importance of customer management and inspire learners to solve practical problems using theories and ideas coming from class.				
选课建议与学习要求	This course is very well suited for junior students majoring in Tourism Management. Basic knowledge of Management is required.Learners are expected to dedicate 16 weeks of study, 1-2 hours/week.				
大纲编写人	杨晓燕		制/修订时间	2025.2.14	
专业负责人	华玉		审定时间	2025.2.16	
学院负责人	尹卫华		批准时间	2025.2.18	

二、课程目标与毕业要求

(一) 课程目标

类型	序号	内容
知识目标	1	Be familiar with tourism industry related laws and rules. Consciously abide by professional norms and possess professional ethics in practice.
技能目标	2	Ability to understand the knowledge and skills of managing tourism companies.
素养目标 (含课程思政目标)	3	Serving others with honest and loving. Considering social fareware and benefits of publics.

(二) 课程支撑的毕业要求

LO1 品德修养：拥护中国共产党的领导，坚定理想信念，自觉涵养和积极弘扬社会主义核心价值观，增强政治认同、厚植家国情怀、遵守法律法规、传承雷锋精神，践行“感恩、回报、爱心、责任”八字校训，积极服务他人、服务社会、诚信尽责、爱岗敬业。
LO2 专业能力：具有人文科学素养，具备从事电子商务相关工作或专业的理论知识、实践能力。
LO3 表达沟通：理解他人的观点，尊重他人的价值观，能在不同场合用书面或口头形式进行有效沟通。

(三) 毕业要求与课程目标的关系

毕业要求	指标点	支撑度	课程目标	对指标点的贡献度
LO1	③	M	Be familiar with tourism industry related laws and rules. Consciously abide by professional norms and possess professional ethics in practice.	100%
LO2	④	H	Ability to understand the knowledge and skills of managing tourism companies. Knowing how to make a plan in organizing human resources and financial resources.	100%
LO3	①	M	Be able to read English literature in tourism management. Discuss and answer questions in professional English.	100%

三、课程内容与教学设计

(一) 各教学单元预期学习成果与教学内容

<p>Unit 1 Customer Service</p> <p>Knowledge Requirements: Introduce the conception of customer service; Distinguish the function and goal of customer service management</p> <p>Ability Requirements: Understand the importance of the customer service management</p> <p>Teaching Emphasis: Conception of customer service</p>
<p>Unit 2 Customer: Satisfaction Manager</p> <p>Knowledge Requirements: Know the meaning of the customer satisfaction; Understand the four factors affecting customer satisfaction.</p> <p>Ability Requirements: Discuss the critical characteristics of customer satisfaction</p> <p>Teaching Emphasis: Important moment in building customer satisfaction</p>
<p>Unit 3 Employee: Service Skills</p> <p>Teaching Content:</p> <p>Knowledge Requirements: Language skills in offering customer service ; Service recovery skills</p> <p>Ability Requirements: Provide a way to develop the ability to make service recovery</p> <p>Teaching Emphasis: The value and cost of customers and customer loyalty</p>
<p>Unit 4 Leadership: Customer-Centered Organization</p> <p>Knowledge Requirements: The characteristics of a great leader in group; The way to offer excellent training program</p> <p>Ability Requirements: Selecting ,orientating, training the employee</p> <p>Teaching Emphasis: The characteristics of a great leader in group</p>

(二) 教学单元对课程目标的支撑关系

教学单元 \ 课程目标	课程目标		
	1	2	3
1 Customer Service	√		
2 Customer: Satisfaction Manager		√	
3 Employee: Service Skills	√	√	√
4. Leadership: Customer-Centered Organization	√		

(三) 课程教学方法与学时分配

教学单元	教与学方式	考核方式	学时分配		
			理论	实践	小计
1. Customer Service	Lecture. Students are required to discuss, communicate and answer questions in English.	Project Paper Assignment	8		8

	Case analysis.				
2 Customer: Satisfaction Manager	Lecture. Students are required to discuss, communicate and answer questions in English. Case analysis.	Project Assignment	8		8
3 Employee: Service Skills	Lecture. Students are required to discuss, communicate and answer questions in English. Case analysis..	Project Assignment	8		8
4 Travel and tourism	Lecture. Students are required to discuss, communicate and answer questions in English. Case analysis.	Paper Group Reserch	8		8
合计			32		32

四、课程思政教学设计

通过学习旅游企业客户关系的基本原理，通过对客户服务案例分析、课堂讨论及项目教学等教学手段：

-培养学生协调旅游服务中的利益关系的意识。认识到旅游服务行业涉及到多个利益主体，例如旅行社、导游、景区管理部门和游客等，而这些利益主体之间的关系常常涉及到利益的博弈和权益的平衡。

-引导游客形成正确的文化认知和价值观的重要性和必要性。游客与旅游从业人眼的互动沟通，不仅是提供服务 and 满足需求的过程，更是传递价值观念和文化内涵的机会。

-培养学生的敬业精神及对客户服务时技能、意识和责任感。

五、课程考核

总评构成	占比	考核方式	课程目标			合计
			1	2	3	
X1	20%	Class Participation	60	20	20	100
X2	20%	Paper 1	50	20	30	100
X3	20%	Paper 2	20	20	60	100
X4	40%	project	20	20	60	100

六、其他需要说明的问题

无