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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Travel and Tourism Management |
| **Lesson/Unit Title** | It’s All About Customer Service |
| **TEKS Student Expectations** | **130.258. (c) Knowledge and Skills**  (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:  (C) differentiate and deliver different types of presentations such as informative, instructional, persuasive, and decision making  (11) The student uses technical knowledge and skills required to pursue careers in the travel and tourism industry. The student is expected to:  (A) develop job-specific technical vocabulary  (E) analyze customer service concepts  (F) evaluate customer service scenarios  (G) describe how customer service affects a customer’s bottom line |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Identify and define vocabulary words used to enhance customer service * Evaluate why it is important to use a guest’s name * Discuss and explain what customer service is and why it is important * Analyze an e-learning course in customer service * Develop strategies to anticipate guest needs |
| **Rationale** | The travel and tourism industry depend on customers and the success of the business depends on return customers. For this reason, quality customer service is important in the hospitality industry. In this lesson, we will learn how to provide that service and anticipate customer needs. We want them to “Be Our Guest!” So, let’s get started! |
| **Duration of Lesson** | Four 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Customer:** A person who purchases goods or services  **Customer experience:** The sum of all experiences a customer has with a supplier of goods and/or services  **Customer loyalty:** People choose to use a particular shop or buy one particular product  **Customer service:** The total customer experience with that business  **Guest:** A customer who purchases products or services from a hospitality business  **Prompt service:** Carried out or performed without delay  **Quality service:** Service that meets or exceeds customer satisfaction |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines) * Computer headphones   **Materials:**   * Basket * Cardstock   **Supplies:**  For the teacher:   * Business suit * Name tag * Radio (two-way) * Copies of all handouts   **PowerPoint:**   * Be our guest! Customer service skills   **Technology:**   * Free iPad App   + Service 101  Free training app using learning material from emerit’s full online course “Providing Quality Service/Professionalism.”<https://itunes.apple.com/us/app/service-101/id634579670?mt=8> * TED Talks:   What’s next in service for the hospitality industry, a culture of care: Jan Smith at TEDxTemecula   Did you ever wonder why some service workers over or under perform? Jan Smith shares the relevancy of how a Culture of Care can positively affect both the employee and the customer in the service and hospitality environment. [https://www.youtube.com/watch?v=rlNdbqkglvg](http://cte.sfasu.edu/wp-content/uploads/2014/10/Rubric-for-Worst-Best-Case-Guest-Scenarios1.pdf)  **Graphic organizers:**   * ABC’s of customer service * ABC’s of customer service (key) * KWL – customer service * Maslow’s hierarchy of needs in travel and tourism * Maslow’s hierarchy of needs in travel and tourism (key) * Note taking – be our guest! Customer service skills   **Handouts: coming soon**   * Rubric for Worst/Best Case Guest Scenarios * Worst/Best Case Guest Scenario Cards * Worst/Best Case Scenario |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Prepare Worst Case/Best Case Guest Scenario Cards by printing on cardstock and separating the cards. Place the cards in a basket to be used in the Independent Practice/Laboratory Experience section.  If you are not familiar with the Texas A & M Agrilife Extension online courses and programs, take a quick tour at:   * Texas A & M Agrilife Extension  Convenient, affordable, self-paced e-learning   + Take a Quick Tour  A quick tour to show you the highlights of our online course system<https://extensiononline.tamu.edu/about/quick_tour.php>   It is a free registration for an Extension Online Account.  Become familiar with the free Customer Service online course at:   * Texas A & M Agrilife Extension  Online courses and programs<https://extensiononline.tamu.edu/courses/vgyionline.php>   Stand at the door and greet all your students by their last name as they enter the room. Shake their hand, if possible, with a firm handshake, make eye contact and welcome them to the classroom.  Show the Disney® video as students enter.   * Beauty and the Beast – Be Our Guest   “Be Our Guest” song from Beauty and the Beast<http://youtu.be/afzmwAKUppU>   Distribute the graphic organizer KWL – Customer Service and instruct students to answer the first two questions.   * K – What do you already KNOW about customer service? * W – What do you WANT to know about customer service?   Ask the following questions:   * What is customer service and why is it important? * Why is it important to always use a guest’s name when addressing them? * How did you feel when I used your last name? * Why do you think it is important to use the guest’s last name and not his first? * What is the big deal about using the guest’s name when you speak to them? |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Distribute the handout and graphic organizer Note-Taking – Be Our Guest! Customer Service Skills and Maslow’s Hierarchy of Needs in Travel and Tourism so that students may take notes during the slide presentation.  Introduce PowerPoint Be Our Guest! Customer Service Skills and discuss the importance of quality service when dealing with customers.  View the YouTube video:   * Beauty and the Beast – Be Our Guest   “Be Our Guest” song from Beauty and the Beast<http://youtu.be/afzmwAKUppU>   Demonstrate the characteristics of the travel and tourism employee who is focused on guest needs so that students understand the importance of quality service.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * provide a printed copy of the slide presentation |
| **Guided Practice \*** | Introduce students to the Texas A & M Agrilife Extension website and allow them to register for a free account.   * Texas A & M Agrilife Extension  Online courses and programs  For everyday people interested in learning more about a variety of topics<https://extensiononline.tamu.edu/secure_index.php>   Distribute the graphic organizer ABC’s of Customer Service and instruct students to take notes as they listen to the video.  Students will need headphones for this activity.   * The ABC’s of Customer Service  This brief 15-minute video gives an overview of the basics of customer service for anyone who works in an office that accepts visitors, phone calls or e-mails. Taking this online course provides simple reminders to achieve excellent customer service. <https://extensiononline.tamu.edu/courses/vgyionline.php>   This free online course will reinforce the customer service skills needed in the travel and tourism industry.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * allow extra time for the assignment |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two or three students.  Distribute the graphic organizer Worst/Best Case Scenario and instruct the students that they should anticipate what the guest needs are before the guest actually need(s) the item(s).  Place the Worst/Best Case Guest Scenario Cards in a basket and allow one member from each group to choose a card.  Distribute Rubric for Worst/Best Case Guest Scenario so that students will understand what is expected.  Students should brainstorm worst and best-case strategies and how the guest will be affected by the outcome.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage participation * peer tutoring |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Distribute the graphic organizer, KWL – Customer Service and instruct students to complete the last question.  L – What did you LEARN about customer service? |
| **Summative/End of Lesson Assessment \*** | Students will present worst/best case scenarios to the class in a role-play or skit.  Teachers and students will provide feedback and other possible scenario solutions.  Students will be assessed with the appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * praise participation |
| **References/Resources/**  **Teacher Preparation** | **Book:**   * *Remarkable service: a guide to winning and keeping customers for servers, managers, and restaurant owners.* (2009). Hoboken, NJ: John Wiley & Sons.   **Textbooks:**   * *Hospitality services reference book.* (2001). The Curriculum Center for Family and Consumer Sciences. Lubbock, TX. * Reynolds, J. S. (2010). *Hospitality services: Food & lodging.* Tinley Park, IL: Goodheart-Wilcox Company.   **Website:**   * Texas A & M Agrilife Extension  Online courses and programs  For everyday people interested in learning more about a variety of topics<https://extensiononline.tamu.edu/secure_index.php>   **YouTube video:**  Beauty and the Beast – Be Our Guest   “Be Our Guest” song from Beauty and the Beast<http://youtu.be/afzmwAKUppU> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Draw visual representations of terms on word wall * Add terms and definitions to personal dictionary |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Other articles pertaining to this lesson that students may read include:   * List of Job Skills for Customer Service  All customer service workers benefit from learning a range of skills that give them the tools to handle any situation they may encounter while at work. <http://www.ehow.com/list_6640956_list-job-skills-customer-service.html> * What Are Excellent Customer Service Skills?  Excellent customer service skills enable a company or organization to exceed customers’ expectations consistently. [blank”>http://www.ehow.com/list\_6619938\_excellent-customer-service-skills.html](http://youtu.be/afzmwAKUppU) * What Are Good Customer Service Skills?  Good customer service skills are required in almost every business. Good customer service maintains current customers and helps attract new ones. http://www.ehow.com/about\_5374258\_good-customer-service-skills.html   **Reading strategy:** Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scrap paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | Southwest Airlines is successful because the company understands it’s a customer service company. It also happens to be an airline. **-Harvey Mackay**  The best customer service is if the customer doesn’t need to call you, doesn’t need to talk to you. It just works. **-Jeff Bezos**  Right or wrong, the customer is always right. **-Marshall Field**  What we know about the destination resort business is clearly established. But it’s all about one thing, and one thing only. All of the razzmatazz and jazz we hear about facilities and everything else doesn’t amount to a hill of beans. It’s customer experience that determines the longevity and endurance of these enterprises. **-Steve Wynn** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * It is important to use the guest’s last name when speaking with them because … * Customer service in travel and tourism is important because … * The best service I have received in the travel business was … * The travel and tourism industry depend on quality customer service because …   **Writing Strategy:**   * Raft writing strategy:   + Role – customer   + Audience – travel agent   + Topic – itinerary for holiday vacation   + Format – email   + Write an email to the travel agent asking for the itinerary for your holiday vacation. |
| **Communication**  **90 Second Speech Topics** | * Three reasons why it is important to use the customer’s name are … * A great customer service experience I have had while vacationing with my family and why it was a “wow” experience is … |
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| **Enrichment Activity**  (e.g., homework assignment) | **TED Talks:**  TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event.  The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.   * What’s next in service for the hospitality industry, a culture of care: Jan Smith at TEDxTemecula   Did you ever wonder why some service workers over or under perform? Jan Smith shares the relevancy of how a Culture of Care can positively affect both the employee and the customer in the service and hospitality environment. [https://www.youtube.com/watch?v=rlNdbqkglvg](https://extensiononline.tamu.edu/secure_index.php)   Students can compile a training manual for a travel agent on the basic steps to follow to provide great customer service.  Sections of the training manual may include:   * General responses to use for customer questions * Information about the guest to keep for future visits * Where to locate entertainment/sports tickets |
| **Family/Community Connection** | **Guest speakers**  Invite travel and tourism personnel to speak to the class about how they strive to satisfy customer requests.  Speakers may include:   * Concierges * Conference planners * Convention managers * Entertainment managers * Event planners * Food and beverage managers * Hotel managers * Recreation leaders * Sporting event planners |
| **CTSO connection(s)** | **Family, Career, and Community Leaders of America**  <http://www.fcclainc.org>   * Hospitality, Tourism, and Recreation  An individual or team event – recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism, or event coordination. * Interpersonal Communications  An individual or team event – recognizes participants who use Family and Consumer Sciences and/or related occupations skills and apply communication techniques to develop a project designed to strengthen communication.   **SkillsUSA**  <http://www.skillsusa.org>   * Customer Service Training Program Developed with input from SkillsUSA industry partners including Lowe’s, Mosaic, Irwin and Toyota, this new online program trains students on the practical skills required by customer service professionals. In 10 lesson levels, students learn what customer service is, why it is important and what constitutes excellent customer service. Through virtual, simulated scenarios, students test their knowledge and explore the qualities required for exceptional customer service skills in any field service Learning Projects |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to this lesson. [www.ysa.org](http://www.ysa.org)  Possible ideas: Travel and Tourism students may volunteer to provide quality service at a chamber or city event, a sporting or entertainment event or other events needing assistance. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)