

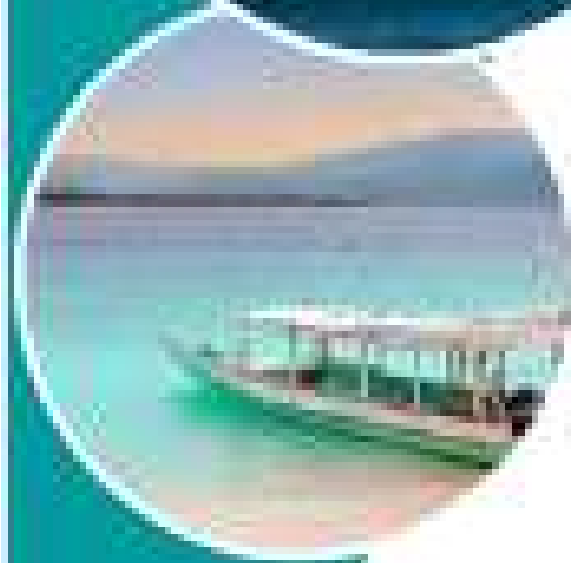
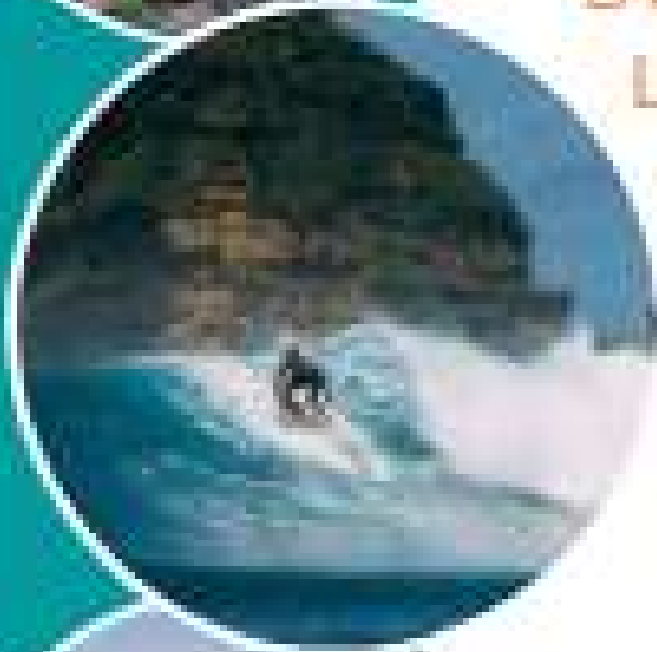
# Department Of Vocation

BVoc Travel, Tourism And  
Logistics Management

Value Added Courses

Semester - 2

Title - Customer  
service Skills



**CMS College Kottayam (Autonomous)**  
**Department Of Vocation**  
**B.Voc Travel ,Tourism And Logistics Management**

**Report – Value Added Course**


Title : Customer Service Skills

Course Code : TT1SA1002

Semester : II

This Course mainly consists of 3 modules. Module 1 is concerned with 'Serving the Travel Customers'. The topics that were taught in this module are ; What is Basic Customer Travel Services ,communication with customers, Non verbal communication, verbal Communication, Communicating by telephone .Module 2 is concerned with the role of the travel professional, exact functions of customer service, importance of Customer Service skills and the influence of the internet. Module 3 is concerned with protecting customer interest ,handling difficult customers, calming customers and keeping self control. All these topics were covered based on the syllabus and students were asked to submit a report based on this. Upon completion of this Course, the students will be able



  
Head of the Department  
B.Voc  
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Course		Details			
Code					
Title		CUSTOMER SERVICE SKILLS			
Degree		B.Voc Travel, Tourism and Logistics Management			
Branch(s)		Tourism and Travel Management			
Year/Semester		Second Semester			
Type		Add-on			
Credits		2	Hrs/Week	Hours 6	Total Hours 36
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>			Cognitive Level	PSO No.
1	Understanding the basic services skills of customer interaction			U	1,2,3,4
2	Understand the features of Customer services			U	1,2,3,4
<b>Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create</b>					

Module	Course Description	Hrs	CO. No.
<b>1.0</b>	<b>SERVING THE TRAVEL CUSTOMER</b>	<b>12</b>	
1.1	Introduction about the Basic Customer Travel services	3	1
1.2	Communication With Customers	2	1
1.3	Non-Verbal Communication	2	1
1.4	Communicating by Telephone	3	2
1.5	Verbal Communication	2	1
<b>2.0</b>	<b>CUSTOMER SERVICE IN THE TRAVEL INDUSTRY</b>	<b>12</b>	
2.1	The Role of The Travel Professional	3	1
2.2	Exact functions of Customer Service	3	1
2.3	The Importance of Customer Service Skills	3	1
2.4	The Influence of the Internet	3	1
<b>3.0</b>	<b>WINNING CUSTOMER LOYALTY and HANDLING DIFFICULT CUSTOMERS</b>	<b>12</b>	

3.1	Four Steps in Delivering Exceptional Service	2	2
3.2	Provide After Sales Service and Support	1	2
3.3	Protect Customer Interests	1	2
3.4	Competing with the Internet	1	2
3.5	Why Customers Get Upset	1	2
3.6	Responding to an Upset Customer	1	2
3.7	Calming Customers on the Telephone	1	1
3.8	Calming the Customer: Do's and Don'ts	1	1
3.9	Dealing with Unreasonable Demands	2	2
3.10	Keeping Self-Control	1	1

## SUGGESTED READING

1. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications(2007)
2. Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers Distributors
3. . Study Kit for IATA/UFTAA

4. Foundation Course: - Module – I – Introduction to tourism
5. Module – II – Travel Geography

Module – III – Air Transport

Module – IV – Air Fares & Ticketing

**ATTENDANCE - CUSTOMER SERVICE SKILLS-TT18A1002**



*Rhms*  
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