

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism & Travel Management)
Semester: VIII
Syllabus with effect from: December - 2013

Theory (Credit – 3)

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| Paper Code: UM08EBBT03 | Total Credit: 4 |
| Title Of Paper: Guest Relation Management | |

| Unit | Description in detail | Weightage (%) |
|------------------------------|---|---------------|
| I | Introduction, Definition of the term Guest Relation Management. Types of Guests in tourism industry. Telephonic etiquettes. Guest Contacts and staff grooming , Role of Guest Relation Executive. | 25% |
| II | Skills and techniques required when selling the facilities and services with in the hotel. Benefits to organization- increased occupancy, customer loyalty, new business Staff training for skill development Selling techniques- product knowledge, up-selling, selling other services, using sales leads, repeat sales, referred sales. | 25% |
| III | Handling Guest Complains ,Handling different situations ,Guest data handling , Guest feedback system and feedback instruments . Concierge service in Hotel. | 25% |
| IV | Public Relations and customer satisfaction-customer relations programme- Maintaining good customer relations. | 25% |
| Tutorial (Credit - 1) | | |
| V | Journal Should Be Maintained Related with all Four Units Topics. | |

Basic Text & Reference Books:-

- William S Gray,Salvatore C Liquor Hotel and Motel Management and operation , Prentice Hall , Englewood Cliffs New Jersey 07632.
- Roco M angelo, Andrew N Vladimir- Hospitality today an introduction , educational institute of American Hotel & lodging Association.

