

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: VIII
Syllabus with effect from: December-2014
(Batch - 2011)

Paper Code: UM08EBBT03	Total Credit: 3
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 within 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%

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.

