Customer Experience in Tourism, Leisure and Hospitality

Module Information

2022.01, Approved

Summary Information

Module Code	4503LBSLC
Formal Module Title	Customer Experience in Tourism, Leisure and Hospitality
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
City of Liverpool College

Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	The aim of this unit is to provide students with the background knowledge of customer experience in tourism, leisure and hospitality.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explain the visitor economy's market segments' demands and expectations.
MLO2	2	Develop an understanding of the influence of digital technology in managing customer experience.
MLO3	3	Investigate the customer experience map in order to identify and optimise their touch points.

Module Content

Outline Syllabus	Understand customers profile and characteristicsExplain the needs and expectations of market segments in the service industryModels of service quality and customer satisfactionDefining the customer journey experience mapCustomer touch points and bottlenecksService quality and customer satisfaction in tourism, leisure and hospitalityCustomer relationship managementCustomer collaboration strategyManaging customer experiences onlineComparison standards for assessing customer satisfaction
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	30	0	MLO1, MLO2
Report	Report	70	0	MLO1, MLO3, MLO2

Module Contacts