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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** | Principles of Hospitality and Tourism |
| **Lesson/Unit Title** | Be Our Guest – Customer Service Skills in Restaurant and Food Services, and Travel and Tourism Industries |
| **TEKS Student Expectations** | **130.252. (c) Knowledge and Skills**  (2) The student uses verbal and nonverbal communication to provide a positive experience for guests and employees. The student is expected to:  (A) Develop and execute formal and informal presentations; and  (B) Practice customer service skills  (11) The student understands the importance of customer service. The student is expected to:  (A) Determine ways to provide quality customer service;  (B) Analyze how guests are affected by employee attitude, appearance, and actions |
| **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 in the Restaurant & Food/Beverage Service Industry * Identify and define vocabulary words used to enhance customer service in the Travel and Tourism Industry * Identify the differences between the Restaurant & Food/Beverage Service Industry and the Travel and Tourism Industry * 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 Restaurant & Food/Beverage Service Industry and 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 this lesson, we will learn how to provide quality customer 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  **Food Service Industry:** Is all inclusive and may represent anything in the food industry including airline meal preparation, hospital, prison or school cafeteria work, mess hall work for the military etc.  **Guest:** A customer who purchases products or services from a hospitality business  **Hospitality Industry:** Includes management, marketing, and operations of restaurants and other food/beverage services, lodging, attractions, recreation events, and travel-related services  **Hospitality Services:** The practice of one who is hospitable; reception and entertainment of strangers or guests without reward  **Prompt service:** Carried out or performed without delay  **Quality service:** Service that meets or exceeds customer satisfaction  **Restaurant Industry:** Refers to the business conducted in a restaurant and is NOT exclusive to food such as serving, book keeping as well as food prep and chef work |
| **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.<http://tedxtalks.ted.com/video/Whats-next-in-service-for-the-h;search%3AJan%20Smith>   **Graphic Organizers:**   * ABC’s of Customer Service * ABC’s of Customer Service (Key) * KWL – Customer Service * KWL – Customer Service in the Hospitality Service Industry * Note-Taking – Be Our Guest! Customer Service Skills * Maslow’s Hierarchy of Needs in Hospitality * Maslow’s Hierarchy of Needs in Hospitality (Key)   **Handouts:**   * Rubric for Worst/Best Case Guest Scenarios * The Nine Principles of Remarkable Service * 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.   * And Beauty and the Beast – Be Our Guest   “Be Our Guest” song from Beauty and the Beast<http://youtu.be/afzmwAKUppU>   Distribute the graphic organizers KWL – Customer Service, and KWL – Customer Service in Hospitality Services 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? * Does everyone in the foodservice industry have to practice customer service?   Can you describe exceptional customer service in both the Food and Restaurant Industry, and the Travel and Tourism Industry? |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Distribute the handout and graphic organizers: Note-Taking – Be Our Guest! Customer Service Skills and KWL – Customer Service in Hospitality Services so that students may take notes during the slide presentation.  Distribute the handout and graphic organizers: Note-Taking – Be Our Guest! Customer Service Skills and Maslow’s Hierarchy of Needs in Hospitality 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 foodservice employee who is focused on guest needs so that students understand the importance of quality service.  Distribute the handout The Nine Principles of Remarkable Service and ask students to review the principles and provide examples for each.  *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 ABC’s of Customer Service in the Hospitality Services Industry 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 hospitality 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 needs 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 outcome will affect the guest.  *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 organizers: KWL – Customer Service and KWL – Customer Service in the Hospitality Service Industry 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:**   * *Culinary essentials.* (2010). Woodland Hills, CA: Glencoe/McGraw Hill. * *Foundations of restaurant management & culinary arts: Level one.* (2011). Boston, MA: Prentice Hall. * Reynolds, J. S. (2010). *Hospitality services: Food & lodging.* Tinley Park, IL: Goodheart-Wilcox Company. * *Hospitality services reference book.* (2001). The Curriculum Center for Family and Consumer Sciences. Lubbock, TX.   **Website:**   * Ray Kroc  Restaurant Chains<http://www.pbs.org/wgbh/theymadeamerica/whomade/kroc_hi.html> * 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:   * Fast Food Customer Service Tips Fast food jobs are so fast paced, that occasional errors occur.<http://www.ehow.com/way_5266760_fast-food-customer-service-tips.html> * How to Handle Customer Complaints in the Food Service Industry Keeping customers happy is a big part of the food industry’s focus. After all, customers are the cornerstone of any business that serves food.<http://www.ehow.com/how_7537894_handle-complaints-food-service-industry.html> * How to Obtain a Food Industry Customer Service Job Increase your chance of finding a good-paying job in the customer service end of the food industry by building your skills and experience and cultivating a persona that is friendly and helpful to potential customers.<http://www.ehow.com/how_5748826_obtain-industry-customer-service-job.html> * 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://www.ehow.com/list_6619938_excellent-customer-service-skills_.html) * 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** | 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**  A satisfied customer is the best business strategy of all. **-Michael LeBoeuf**  It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages. **-Henry Ford**  There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else. **-Sam Walton**  If you make the customer a promise… make sure you deliver it. **-Merv Griffin**  Right or wrong, the customer is always right. **-Marshall Field** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * Customer service is important because … * A positive attitude when dealing with customers is important because … * The best service I have received in a foodservice business was … * It is important to use the guest’s last name when speaking with them because … * Customer service is important because … * The department in a large hotel that deals with guest services is called \_\_\_\_\_\_\_ and they provide … * The best service I have received in a hospitality business was …   **Writing Strategy:**   * RAFT Writing Strategy:   + Role – guest   + Audience – executive chef   + Topic – celebration for a birthday   + Format – email   Write an email to the executive chef of a restaurant in your community requesting a special menu to celebrate a grandparent’s birthday.  Write an email to the hotel concierge requesting tickets to a popular entertainment venue in town. |
| **Communication**  **90 Second Speech Topics** | * Three reasons why it is important to provide quality service to customers are … * A great customer service experience I have had and why it was a “wow” experience is … |
| **Other Essential Lesson Components** | |
| **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.<http://tedxtalks.ted.com/video/Whats-next-in-service-for-the-h;search%3AJan%20Smith> * Students can compile a training manual for a server at a restaurant 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 take-out menu to give to guests * Where to locate items for customer use   Students can compile a training manual for the front desk of a hotel 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 tickets |
| **Family/Community Connection** | **Guest speakers**  Invite food industry personnel to speak to the class about how they strive to satisfy customer requests.  Speakers may include:   * Chefs * Food and beverage managers * Food vendors * Restaurant equipment salespeople   Invite hotel personnel to speak to the class about how they strive to satisfy customer requests.  Speakers may include:   * Concierges * Food and beverage managers * Hotel managers * Rooms division managers |
| **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: Culinary arts students may volunteer to provide quality service at a school banquet.  Hospitality students may volunteer to provide quality service at a career fair, health fair 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)