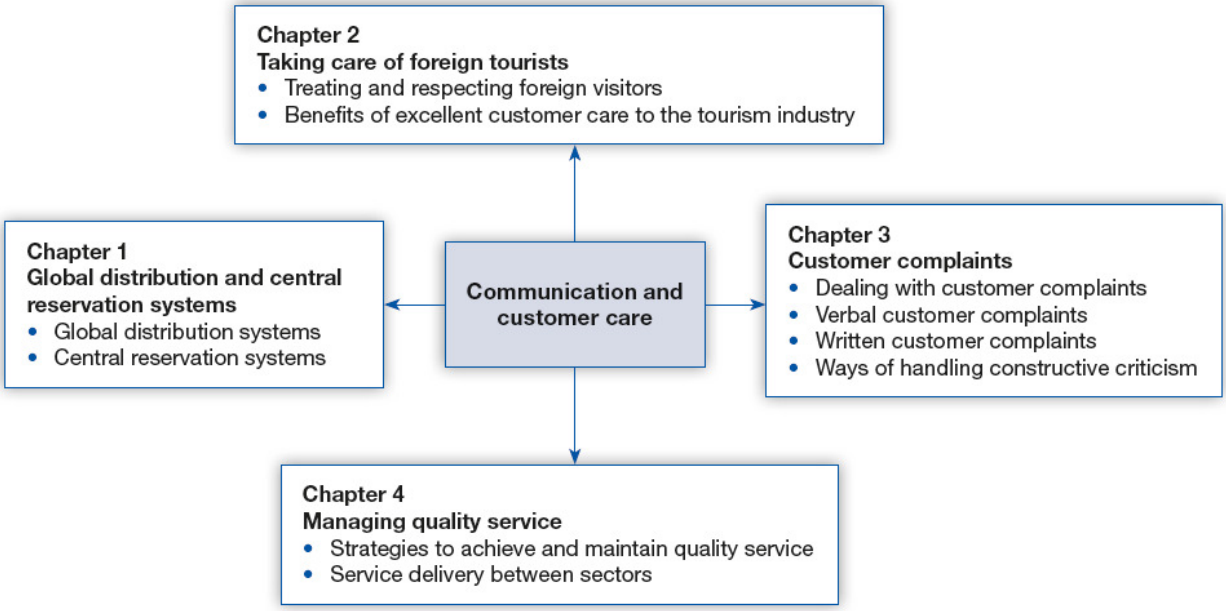
Module 9 Overview
Communication and customer care

Chapter 1 discusses computer reservation systems developed by the world's major airlines in order to facilitate the booking of tickets for tourists. Chapter 2 looks at how to treat, respect and communicate with foreign tourists especially, and how this benefits the tourism industry.

Despite your best efforts to treat tourists well, there will be times when you have to deal with customer complaints. Chapter 3 shows you how to handle complaints and constructive criticism. In the last chapter, you will learn strategies to achieve and maintain quality customer service. You will learn that customer service impacts on service delivery between sectors.

The mind map below shows the layout of this module in more detail.



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