

# **Customer and Service Experiences Research Cluster @ BMIHMS**



**TORRENS  
UNIVERSITY**  
AUSTRALIA

Centre for  
Organisational  
Change and Agility



# Start with a small group of colleagues with an interest in research and scholarship.



**Dr Madalyn Scerri**

**Sophie Seeger**



**A/Prof Rajka Presbury**

**Antoine Bisson**



**Dr Mandi Baker**

**Jarrold Main**



**Dr Cindy Lee**

**Sarah Hind**



**Tom Frawley**





# Build a larger group by enlisting Higher Degree Research Students

**Stephen Rodwell**



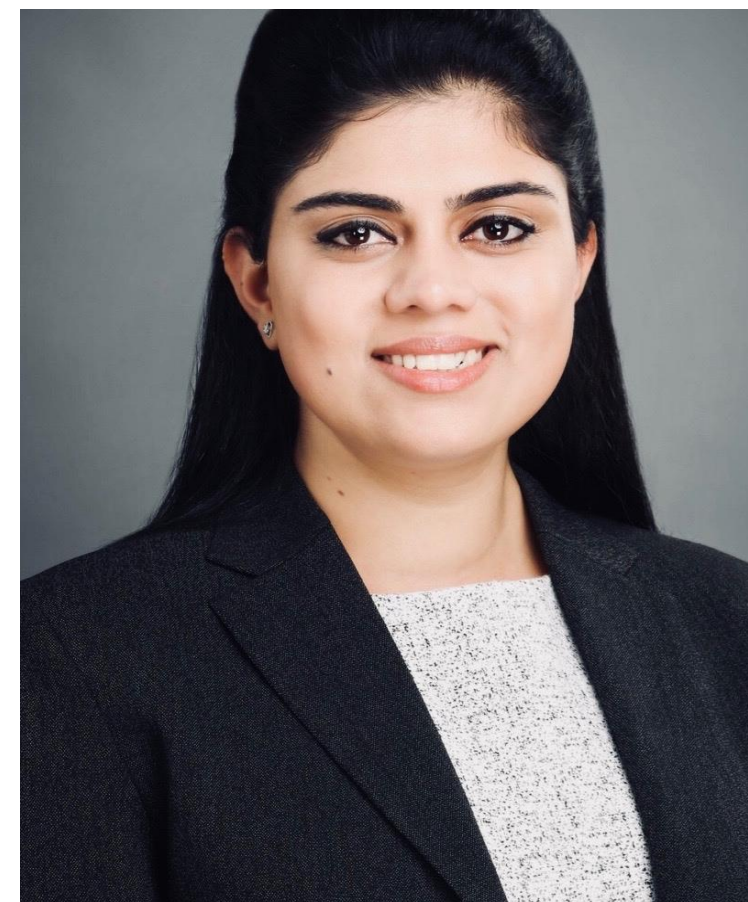
**Anita Manfreda**



**Moises Vera Laime**



**Tavishi Khanna**



**Laura Leigh**



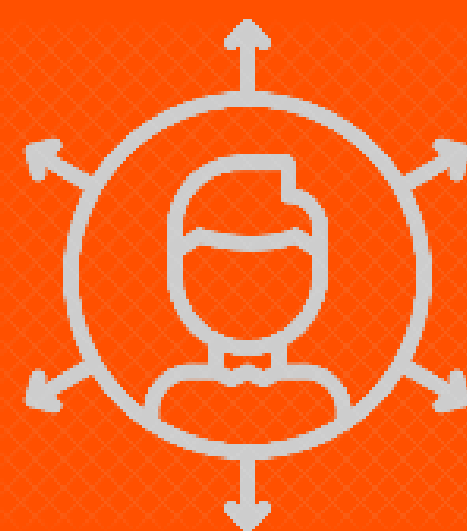
**Work with broad project topics that have meaning to industry and the programs you offer.**



Inclusive service design and delivery



Disaster management and resilience



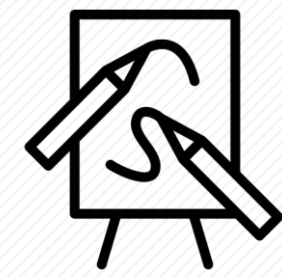
Interpersonal soft skill development – spoken communication, empathy



Contemporary hotel leadership and experience design



# Engage with industry to build potential projects and future themes



Co-designed projects through research alliance



The hotel of the future



Social spaces in hotels and human connections



Critical analysis of current issues



Hotel industry thought leadership for social impact – e.g. planetary health



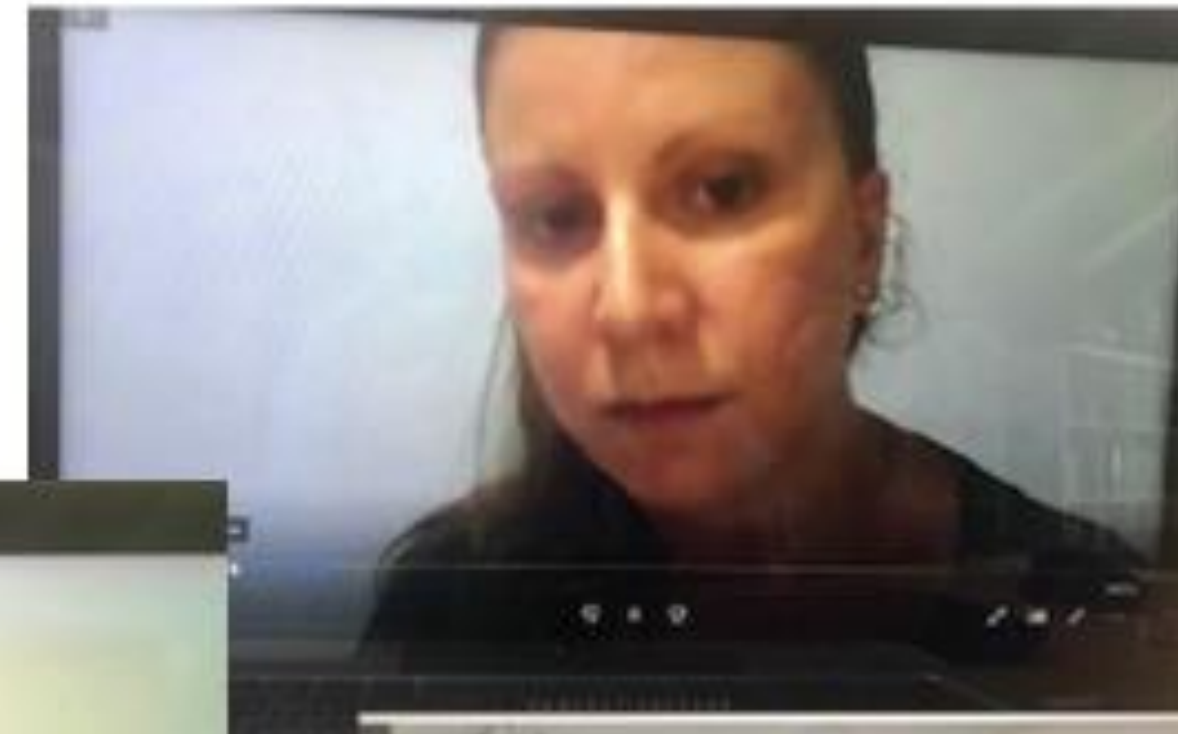
Wellness and wellbeing for guests and employees

# Collaboration with members of THE-ICE when you need expert knowledge

Frans Melissen in  
the Netherlands



Justin King  
in Fiji



Anita Manfreda  
(the student) in  
Sydney Australia

The-ICE cooperation in action.



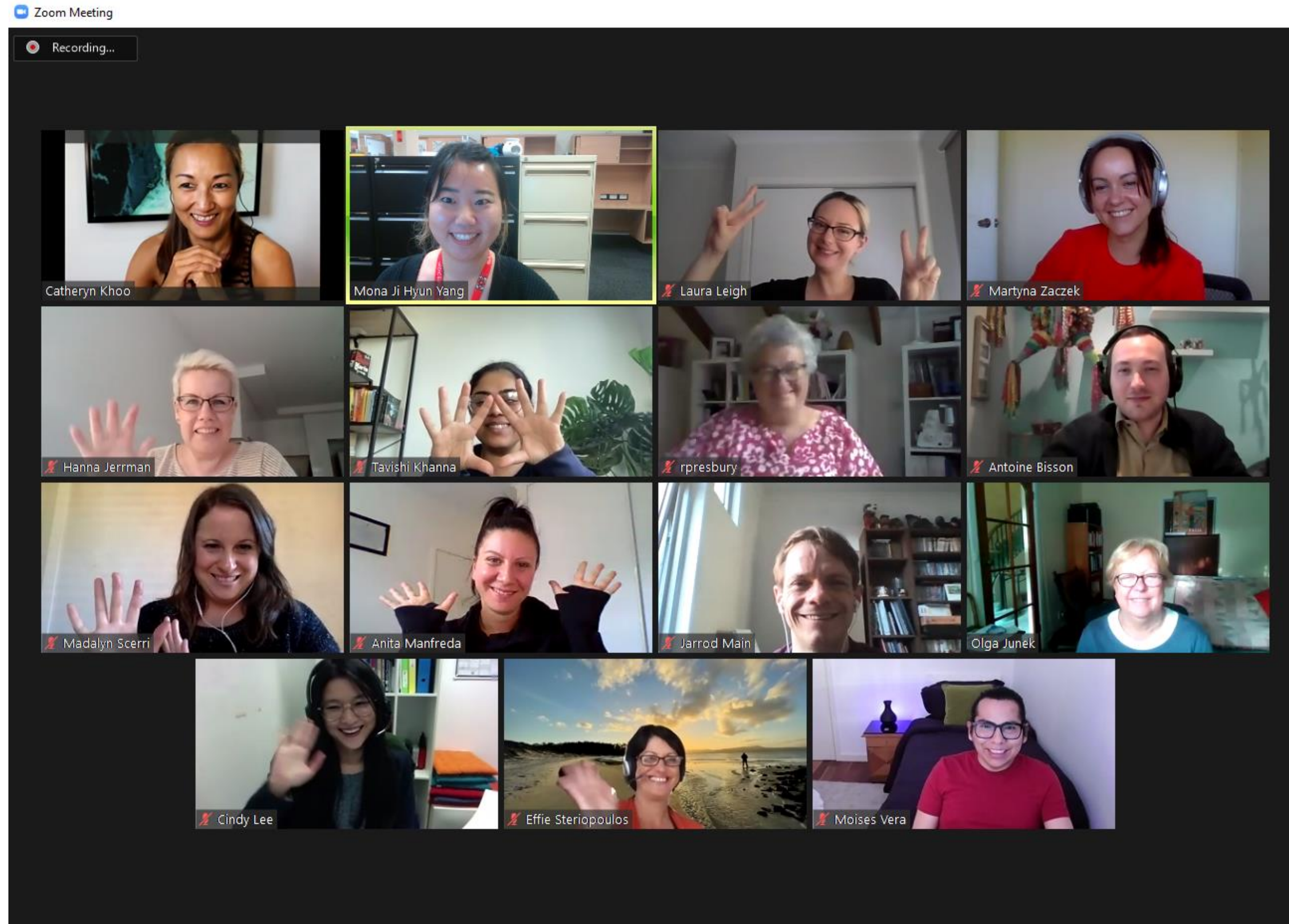
Scott Richardson  
in Dubai

Rajka  
Presbury on  
the South  
Coast of  
NSW





# Ask for and share knowledge with members of THE-ICE



**Work with members of THE-ICE on meaningful projects that contribute to scholarship and use the skills we know we have..**

## **Call for Case Studies for Book Chapters**

### **Book Title**

Case based research in tourism, travel, hospitality and events: Theory and practice

### **Publisher**

Springer

### **Book Editors**

**Prof Marianna Sigala**, University of South Australia

**Associate Professor Rajka Presbury**, Torrens University Australia

**Prof Karen A. Smith**, Victoria University of Wellington

**Dr Marcela Fang**, William Angliss Institute

**Mrs Anastasia Yeark**, Kaplan Business School



# Ask members of THE-ICE for feedback and engagement



## Verbal Communication Workshop

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## Verbal Communication Workshop Booklet¶

¶

This 3-hour workshop was built especially for those studying service in the context of hospitality, in recognition that communication skills are especially critical in this context because an evaluation of customer experience is most often attributed to the human element.¶

¶

Communicating effectively with customers, continues to impact on organizational performance and despite the best efforts of many hospitality education institutions in developing communication skills, it is often assumed that students have acquired a vast array of communication skills throughout a course. This module concentrates on service providers' verbal communication skills, and indeed their spoken language, because these are recognised as important factors shaping service encounters.¶

Service in the hospitality industry is highly interactive and complex and thus frontline service providers' ability to facilitate interpersonal relations with customers is fundamental. The aptitude, attitude and behaviour of service staff have become increasingly significant in the function and outcome of the service labour process. The soft skill of communication is one of the most important determinants of interactive encounters, particularly within high contact service contexts.¶

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Initial research grant for this project came from  
THE-ICE Research Grant Scheme



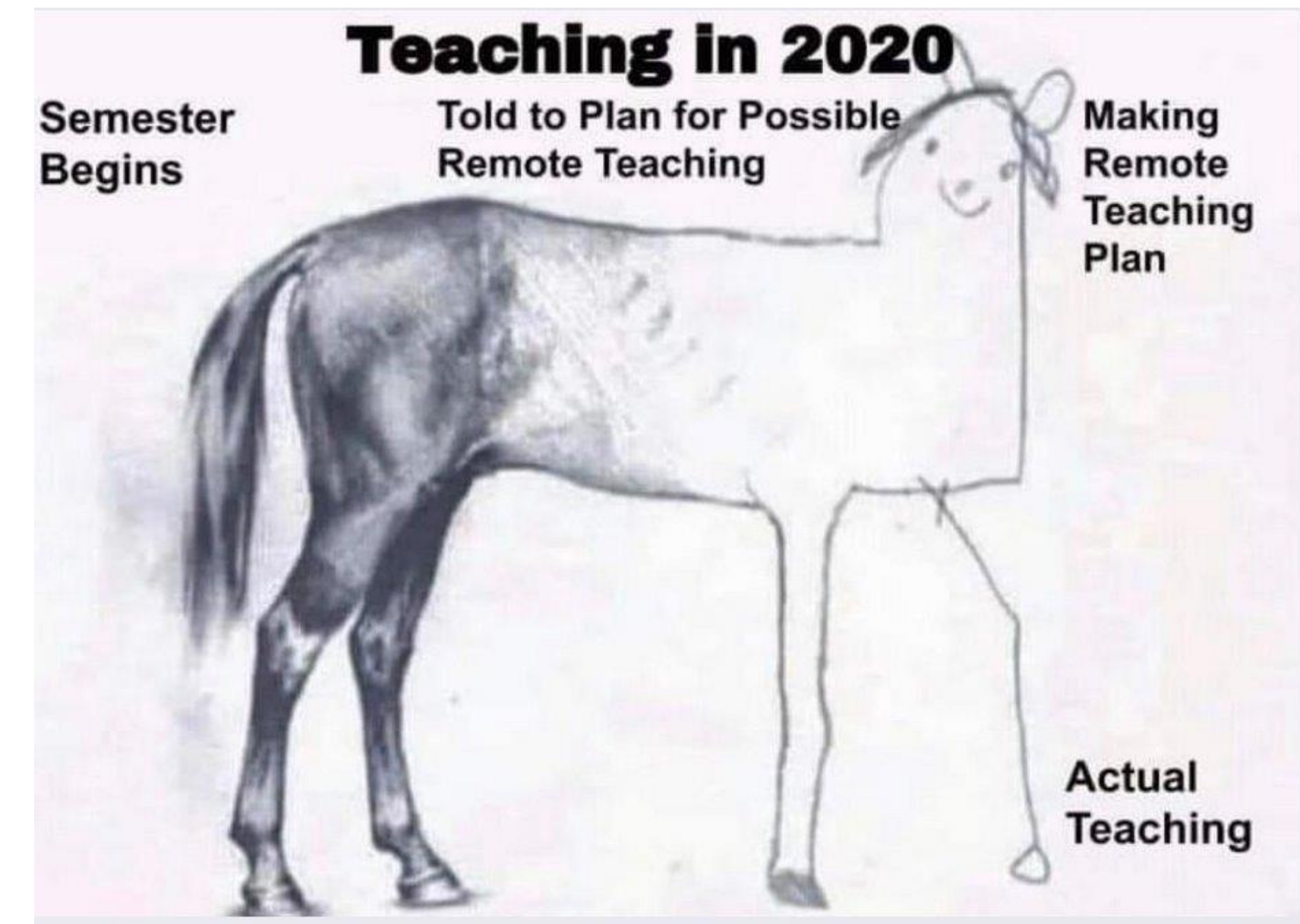
# Hospitableness through the screen: investigating online teaching experiences of hospitality educators

## What?

The aim of the study is to explore the teaching experiences of hospitality educators teaching online, to uncover the teaching approaches and methods used to develop a hospitable service mindset among students.

## Why?

- To assist higher education providers and educators with designing and delivering effective online hospitality courses.
- To support the development of hospitality graduates that are better attuned to the concept of hospitableness manifested through their service mindset and delivery, bringing a unique advantage to the industry.



## How?

A 45-60 minutes interview to learn about educators' experience, thoughts, and perceptions on teaching hospitableness through the screen



## Invitation to participate:

If you are a hospitality educator, have been teaching online, and are interested to participate in our research, please contact

[anita.manfreda@torrens.edu.au](mailto:anita.manfreda@torrens.edu.au)

Scan the QR code to read the Participant Information Sheet and Consent Form.









**Love what  
you do**