

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM2305
<b>Subject Title</b>	Delivering Service Quality
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	<p>This subject is to understand the nature of service and the scope of service in hotel industry. It examines the concept of service encounters and its impact on customer satisfaction and evaluates various practices of hotel service worldwide. It also discusses the service gap model and examines and reviews the factors and suggestion solutions for each gap in the gap models. Lastly, the subject examines the steps and process in handling customer complaints and to identify the methods in balancing the demand and capacity in hotel industry. This subject will use the SHTM new teaching hotel as examples to help explanation.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Competent professional:</b></p> <p>Graduates should be able to integrate and to apply in-depth discipline knowledge and specialised skills that are fundamental to functioning effectively as an entry-level professional (professional competence); understand the global trends and opportunities related to their professions (global outlook); and demonstrate entrepreneurial spirit and skills in their work, including the discovery and use of opportunities, and experimentation with novel ideas (entrepreneurship). In order to achieve this comprehensive learning outcome, assessments of both continuous assessment and final examination covering the extensive aspects of competent professional are implemented.</p> <p><b>B. Critical thinker:</b></p> <p>Graduates should be able to examine and critique the validity of information, arguments, and different viewpoints, and to reach sound judgments on the basis of credible evidence and logical reasoning. As a training, students are encouraged to answer critical thinking questions during lectures and seminars, feedbacks about their thoughts will be given. Scenario questions with hospitality/tourism background are in the mid-term test and final examination. During the assessment, students are required to think and provide solutions critically.</p>

	<p><b>C. Innovative problem solver:</b></p> <p>Graduates should be able to identify and define problems in both professional and day-to-day contexts, and produce innovative solutions to solve problems. The group project which requires students to examine current hospitality/tourism organization service qualities is the task training students' innovative problem solving ability. In the project, students are asked to provide possible solutions to improve organization's service quality, two assessments of innovativeness and feasibility are in the considerations of the group project grade. After the group project submission, students will see also the comments about their performance.</p> <p><b>D. Effective communicator:</b></p> <p>Graduates should be able to comprehend and communicate effectively in English, and Chinese where appropriate, orally and in writing, in professional and day-to-day contexts.</p> <p><b>E. Lifelong learner:</b></p> <p>Graduates should be able to recognise the need for continual learning and self-improvement, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals.</p> <p><b>F. Ethical leader:</b></p> <p>Graduates should have an understanding of leadership and be prepared to serve as a leader and a team player (leadership and teamwork); demonstrate self-leadership and psychosocial competence in pursuing personal and professional development (intrapersonal competence); be capable of building and maintaining relationship and resolving conflicts in group work situations (interpersonal competence); and demonstrate ethical reasoning in professional and day-to-day contexts (ethical reasoning).</p> <p><b>G. Socially responsible global citizen:</b></p> <p>Graduates should have the capacity for understanding different cultures and social development needs in the local, national and global contexts (interest in culture and social development); and accept their responsibilities as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).</p>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<ol style="list-style-type: none"> <li>a. Introduction to quality service management in hotel industry</li> <li>b. Managing Service Encounters</li> <li>c. Gap Model of Service Quality &amp; Customer Expectations</li> <li>d. Gap 1: Listening to Customer Requirement</li> <li>e. Gap 2: Challenges of Service Design &amp; Standards and Service Blueprint</li> <li>f. Gap 3: Service Delivery and Performance</li> </ol>

	<ul style="list-style-type: none"><li>g. Gap 4: Managing Service Promises &amp; Complaint Handling and Recovery in SHTM hotel and other service industry</li><li>h. Relationship Marketing and Customer Loyalty</li><li>i. Balancing Demand and Capacity</li><li>j. Managing Waiting Lines Experiences</li><li>k. Complaint Handling and Recovery</li><li>l. Case sharing: Service Quality provision in Hotel, Tourism and Events industry, Service Positioning of the SHTM teaching hotel</li></ul>
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