

<b>Subject Name</b>	Quality Service Management for the Hospitality & Tourism Industry
<b>Subject Code</b>	HTM564
<b>No. of Credits</b>	3 Credits
<b>Total Contact Hours</b>	39 hours
<b>Prerequisite</b>	Nil

### Subject Description:

The subject emphasizes conceptual, analytical, and problem solving skills which integrate service management models, service marketing, service quality, customer satisfaction, and customer loyalty. Concepts and applications will be introduced through the textbook and selected journal articles in the class. A major on-site group project for examining an existing hospitality operation is scheduled in the second half of the semester. The purpose of creating this project is to allow students to consolidate and practice the service quality concepts and skills in a real hospitality enterprise.

### Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

- Evaluate and discuss** the theories, models and concepts of service quality in the context of management and operations of hospitality and tourism organizations.
- Address** the importance and current issues of service quality in the rapidly changing hospitality and tourism industry.
- Integrate** sophisticated research methodologies to manage the development of hospitality and tourism through proper decision making. Students will also be able to provide leadership at work and for the future development of the industry.
- Analyze** and efficiently **utilize** human and technical resources to **develop** internal and external strategies for the enhancement of service quality in hospitality and tourism organizations. Students will also be able to **apply** service quality management techniques to resolve complex management and operational problems.

### Assessment Weighting:

Continuous Assessment	80%
Examination	20%

### Indicative Content:

Key topics to be addresses in this subject:

1. Introduction of subject and subject overview; role of service in the contemporary society
2. Service quality concepts in hospitality and tourism organizations: problems and issues
3. Application of service quality concepts
4. Application of service quality concepts in the public and private sectors
5. Service quality as an organizational strategy
6. The service quality and customer satisfaction linkage
7. Service audit and quality assurance programs
8. Current Issues in Hotel Industry and Service Quality Applications
9. Measurement issues in service quality
10. Human resources dimensions in service management
11. Marketing dimensions in service management
12. Technology dimensions in service management
13. Technology and service quality