

The Hong Kong Polytechnic University

Subject Code	HTM2305
Subject Title	Delivering Service Quality
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professionals</p> <ul style="list-style-type: none"> • <i>discuss</i> the characteristics and differences between service and goods, and <i>explain</i> the service gap model and service blueprint and the importance of understanding customer expectation and requirement in hotel industry. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • <i>make sound judgments</i> about service processes and <i>identify</i> the challenges in managing service encounters. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • <i>build</i> teamwork and <i>communicate</i> service quality principles and concepts in a professional manner and use their skills to <i>respond to</i> customers' problems and requests. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • <i>critically assess and apply</i> the basic service concepts, as well as to <i>design, implement and evaluate</i> strategies to enhance service quality in the hotel and tourism industry. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • <i>develop and sustain</i> their interest and enthusiasm in providing quality service in the hotel and tourism industry. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • <i>recognize</i> the personal responsibility and ethics in delivering service quality in the hotel and tourism industry.

Subject Synopsis/ Indicative Syllabus	
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