Subject Name: Quality Service Management in the Hotel and Tourism Industry

Subject Code: HTM504

No. of Credits: 3 credits

Total Contact Hours: 42 hours

Prerequisite: None

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 investigating group project for an existing hospitality operation is scheduled in the second half of the semester. The idea for creating this project is to let the students consolidate and practice the service quality concepts and skills in a real hospitality enterprise.

Programme Learning Outcomes
See separate file for MSc programme outcomes.

Subject Outcomes
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.

Students will be able to appraise the existing structure and operation of a hospitality/tourism organization, and establish an assurance system to monitor the quality outputs for the organization.

Students will be able to 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.

Students will be able to integrate other functional management disciplines to fully implement the “Total Quality” actions in the hotel and tourism industry.

Students will be able address the current issues of service quality to a variety of stakeholders in the rapid changing hotel and tourism industry.

Students will be able analyze and efficiently utilize human, financial, and technical resources to develop internal and external strategies for the enhancement of service quality in hotel 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%

**Key topics to be addresses in this subject (Subject to regular update)**
1. Introduction of subject and subject overview; role of service in 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 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