

COURSE SYLLABUS

QUALITY SERVICE MANAGEMENT

Course Description

This course aims to enable the students to recognize and assess quality management processes in a hospitality and tourism related organization and to evaluate departmental processes and planning strategies.

Topics include concepts and terminologies of TQM: definition, common element and terminology, vision and reality - bridging the gap, constructive and critical personal reflection, proposed quality, self-assessment and peer assessment, seeking practical feedback for supervisors and continuing improvement, developing a personal management philosophy and personal development plan.

Learning Outcomes

At the end of the course, the students should be able to:

- Define service quality and customer satisfaction in the hospitality field
- Explain hospitality leaders' roles in defining, developing and maintaining the service
- Describe the roles and importance of service management in hospitality and tourism industry
- Apply the concepts of customer service strategy in the context of management and operations of hospitality and tourism organizations.

DISTRIBUTION MANAGEMENT Learning Plan

LEARNING OUTCOMES	TOPIC	METHOD	RESOURCES	ASSESSMENT
PRELIM PERIOD				
WEEK 1-2				
<ul style="list-style-type: none"> ● Define the phenomena of tourism and hospitality and clarify the relationships between these three areas. 	Concepts of Tourism and Hospitality Services <ul style="list-style-type: none"> ● Introduction ● Tourism, Hospitality, Products, Goods and 	Lecture Classroom Discussion		Research activity Homework Quiz

Service Management Course Cases And Readings

Mark Steyvers



Service Management Course Cases And Readings:

Service Management Course Cases And Readings: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the fascinating narratives that have enthralled audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and suspenseful novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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