

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

Xiaolong Qi



Service Management Course Cases And Readings:

Service Management Course Sasser,Heskett,1991

The Service Management Course William Earl Sasser,1991

The Palgrave Handbook of Service Management Bo Edvardsson,Bård Tronvoll,2022-05-24 This handbook provides an innovative thorough overview of service management It draws together an impressive international group of leading scholars who offer a truly global perspective exploring current literature and laying out guidance for future research Beginning with defining service as a perspective on value creation and service management as a set of organizational competencies for enabling and realizing value creation through service it then moves on to follow the evolution of service research From there the book is structured into six main themes perspectives on service management service strategy service leadership and transition service design and innovation service interaction quality and operations and service management and technology This book is valuable reading for academics lecturers and students studying service management operations management and service research

Service Innovation and Management Lars Witell,2025-01-28 This open access book investigates how digitalization and service infusion are changing service provision and the customer experience It highlights the central role of service management and service innovation in making these changes not only appear in theory but also implementing them in business practice At the beginning of the 21st century many manufacturing firms struggled to exploit the financial potential of service businesses a phenomenon described as the service paradox While many manufacturing firms are still struggling with this paradox several firms both service and manufacturing firms are simultaneously struggling with digitalization This phenomenon can be viewed as the digitalization paradox i e as a situation in which companies invest in digitalization but struggle to reach the expected revenue growth By applying the lens of service innovation to digitalization and service infusion the book showcases how firms can overcome the service and digitalization paradoxes transform service provision and improve the customer experience It offers comprehensive coverage blending literature reviews conceptualizations empirical illustrations and case studies to offer a multifaceted perspective on corporate strategies illuminating pathways to address the challenges posed by the service and digitalization paradoxes Built on the latest research from the CTF Service Research Center at Karlstad University Sweden this book offers a valuable resource for managers seeking practical strategies and approaches to enhance their understanding and implementation of service management and marketing principles It will also appeal to academics with an interest in service management and marketing

Handbook of Services Marketing and Management Teresa Swartz,Dawn Iacobucci,2000 What a rarity to see a who s who of thought leaders on any subject create original material for an anthology It s a real collegial tribute to Teresa A Swartz and Dawn Iacobucci that they have been able to assemble such a treasure of original material including some of the last from our late friend and colleague Eric Langeard on topics important to services marketing and management James Heskett Harvard Business School The Handbook of Services Marketing and Management provides an excellent introduction to the topics and

issues that define service marketing today Editors Swartz and Iacobucci have recruited many of the leading names in service research to write the chapters in the book ensuring that the Handbook will be a valuable reference for years to come Roland T Rust Journal of Service Research This Handbook contains an impressive collection of cutting edge contributions that should be of keen interest to service researchers and practitioners It represents some of the best and most recent thinking on a wide range of service topics A Parasuraman University of Miami FL Service business today constitute the largest sector in advanced economies This new Handbook provides a wealth of stimulating ideas and guidelines for improving the quality and effectiveness of service offerings Philip Kotler S C Johnson Son Distinguished Professor of International Marketing Northwestern University Services because of their intangibility variability and perishability call for management and marketing skills of a high order This new Handbook belongs in the working library of managers charged with managing and marketing the service offerings of hotels restaurant chains airlines telecommunications companies entertainment companies professional services firms and countless other services industries Philip Kotler S C Johnson Son Distinguished Professor of International Marketing Northwestern University Despite the growth in services research and the dominance of services in the world economy no one book has emerged as a comprehensive guide for researchers and professionals until now The Handbook of Services Marketing and Management presents state of the art perspectives in the foundations of services while simultaneously challenging and expanding current services practices Editors Teresa A Swartz and Dawn Iacobucci invited the world's leading experts on services marketing and management to author individual chapters The result is an experienced international eclectic and cross disciplinary mix of authors all contributing cutting edge material on the frontiers of service research This handbook includes a unique mix of both in depth chapters as well as shorter more focused mini chapters which treat emerging issues in the field of services This structure makes the Handbook the most thorough reference possible The Handbook of Services Marketing and Management should have a place on the bookshelves of every academic graduate student and professional in the critical area of services

Service Quality Roland T. Rust, Richard L. Oliver, 1994 The importance of service and service quality has been growing in the world economy since the late 1970s Establishing new levels of sophistication and rigor as well as a broad set of approaches Service Quality presents the latest research and theory in customer satisfaction and services marketing

Service Quality Benjamin Schneider, Susan S. White, 2004 The last three decades have seen a dramatic increase in the attention businesses devote to their quality of service Scholars and researchers in a number of disciplines including marketing human resources I O psychology sociology and consumer behavior have all made substantial contributions to understanding what service is how service and service delivery quality are experienced by customers and the role of employees and their organizations in service delivery Service Quality Research Perspectives presents a comprehensive overview and analysis of the field and its research including its growth emerging trends and debates

The Routledge Companion to Production and Operations Management Martin K. Starr, Sushil K.

Gupta,2017-03-27 This remarkable volume highlights the importance of Production and Operations Management POM as a field of study and research contributing to substantial business and social growth The editors emphasize how POM works with a range of systems agriculture disaster management e commerce healthcare hospitality military systems not for profit retail sports sustainability telecommunications and transport and how it contributes to the growth of each Martin K Starr and Sushil K Gupta gather an international team of experts to provide researchers and students with a panoramic vision of the field Divided into eight parts the book presents the history of POM and establishes the foundation upon which POM has been built while also revisiting and revitalizing topics that have long been essential It examines the significance of processes and projects to the fundamental growth of the POM field Critical emerging themes and new research are examined with open minds and this is followed by opportunities to interface with other business functions Finally the next era is discussed in ways that combine practical skill with philosophy in its analysis of POM including traditional and nontraditional applications before concluding with the editors thoughts on the future of the discipline Students of POM will find this a comprehensive definitive resource on the state of the discipline and its future directions **The Practice of Quality Management** Phillip J.

Lederer,Uday S. Karmarkar,2013-06-29 The Practice of Quality Management presents the results of eleven ground breaking research projects in quality management It is the first collection of research papers by academics in this area The projects are empirical studies on total quality management that suggest new ways to think about quality The objective of the research found in this book is to develop theory and to assist practice Thus this volume is of interest to both academic researchers and practising managers The chapters fall into four categories Performance Understanding TQM Organizations and Using TQM All of the chapters show that there are many different applications and research issues associated with quality The chapters on Understanding TQM suggest that it is possible to develop and test theories of quality The chapters on Performance demonstrate that studies of the operational and financial effect of quality can yield positive results Many thinkers on quality consider that organizational impacts of quality are the most important drivers of the quality process The chapters on Organizations present evidence on how quality programs affect human resource management and organizational structure Finally the chapters on Using TQM present several studies of applications of quality management **Strategic Tools for**

Social Entrepreneurs J. Gregory Dees,Jed Emerson,Peter Economy,2004-01-30 A complete set of tools for applying entrepreneurial strategies and techniques to your nonprofit As a follow up to their book Enterprising Nonprofits the authors of Strategic Tools for Social Entrepreneurs provide a full set of practical tools for putting the lessons of business entrepreneurship to work in your nonprofit The book offers hands on guidance that helps social sector leaders hone their entrepreneurial skills and carry out their social missions more effectively than ever before This practical and easy to use book is filled with examples exercises checklists and action steps that bring the concepts frameworks and tools to life Detailed explanations of all the tools and techniques will help you personalize and apply them to your nonprofit organization

making it stronger, healthier and better able to serve the needs of our communities. Praise for Strategic Tools for Social Entrepreneurs: I search constantly for resources that can help provide insight and guidance to take Teach For America to a higher level. Strategic Tools for Social Entrepreneurs does this and more. The book takes the best practices of for profits and social enterprises and adapts them to the needs of entrepreneurial mission driven nonprofits. Strategic Tools for Social Entrepreneurs is a tremendous contribution to social entrepreneurs and to the nonprofit sector. Many thanks to the authors for identifying this need and filling it. Wendy Kopp, Founder and President Teach For America. All of the royalties from this book will be used by the Ewing Marion Kauffman Foundation to support continuing work on social entrepreneurship. **Selected**

Readings on Information Technology Management: Contemporary Issues Kelley, George, 2008-08-31. This book presents quality articles focused on key issues concerning the management and utilization of information technology. Provided by publisher. *Dilemmas in Human Services Management* Raymond Sanchez Mayers, PhD, Federico Souflee, Jr., PhD, Dick J. Schoech, PhD, 1994-05-11. Drawing on their experience as teachers and social workers, the authors introduce students to the complex skills necessary for effective management in human service administration. In this textbook, they present actual problems through concise case studies with study guide questions for discussion. The illustrative case studies cover a broad range of situations and dilemmas that a human services student can expect to encounter as an administrator, from sexual harassment to ethical concerns. By focusing on human service agencies, the authors fill a gap in social work literature for administration planning and management students. **Handbook of Research on the Global**

Empowerment of Educators and Student Learning Through Action Research Slapac, Alina, Balcerzak, Phyllis, O'Brien, Kathryn, 2021-05-07. The year 2020 brought an unprecedented worldwide health crisis through the COVID-19 pandemic that has been affecting all sectors, including education. There were questions surrounding the effectiveness of online trainings for teachers, online teaching practices, the motivation and engagement of students, and the quality of learning and education in these times. Action research emerged to address these concerns, being a systematic process of inquiry using reflection within a cyclical model of planning, acting, implementing, evaluating, and continuous reflection. This method of research is employed with the expertise and passion from educators to better enhance online practices and education while using authentic learning and experiences. Using collaboration, social advocacy, and action research, there is the opportunity to advance teaching for students, families, and communities without a physical context involved. The Handbook of Research on the Global Empowerment of Educators and Student Learning Through Action Research explores successful teaching and learning skills through the method of action research and intersects it with online learning in order to uncover best teaching practices in online platforms. This book showcases educational professionals' action research for solutions in advancing teaching and learning, the practical benefits of action research, recommendations for improving online teaching and learning, and a focus on professional growth as well as social justice advocacy. It highlights important topics including student learning, teacher

collaboration authentic learning advocacy and action research in both K 12 and higher education settings This book is ideal for inservice and preservice teachers administrators teacher educators practitioners researchers academicians and students interested in how action research is improving and advancing knowledge on the best teaching practices for online education

Driving Customer Equity Valarie A. Zeithaml, Katherine N Lemon, Roland T Rust, 2001-02-21 In their efforts to become more customer focused companies everywhere find themselves entangled in outmoded systems metrics and strategies rooted in their product centered view of the world Now to ease this shift to a customer focus marketing strategy experts Roland T Rust Valarie A Zeithaml and Katherine N Lemon have created a dynamic new model they call Customer Equity a strategic framework designed to maximize every firm s most important asset the total lifetime value of its customer base The authors Customer Equity Framework yields powerful insights that will help any business increase the value of its customer base Rust Zeithaml and Lemon introduce the three drivers of customer equity Value Equity Brand Equity and Retention Equity and explain in clear nontechnical language how managers can base their strategies on one or a combination of these drivers The authors demonstrate in this breakthrough book how managers can build and employ competitive metrics that reveal their company s Customer Equity relative to their competitors Based on these metrics they show how managers can determine which drivers are most important in their industry how they can make efficient strategic trade offs between expenditures on these drivers and how to project a financial return from these expenditures The final section devotes two chapters to the Customer Pyramid an approach that segments customers based on their long term profitability and an especially important chapter examines the Internet as the ultimate Customer Equity tool Here the authors show how companies such as Intuit com Schwab com and Priceline com have used more than one or all three drivers to increase Customer Equity In this age of one to one marketing understanding how to drive Customer Equity is central to the success of any firm In particular *Driving Customer Equity* will be essential reading for any marketing manager and for that matter any manager concerned with growing the value of the firm s customer base

Managing the Challenges in Human Service Organizations Michael J. Austin, Ralph Brody, Thomas Packard, 2009 The novel approach of this casebook encourages the student to determine how they would act and work towards a resolution of real world dilemmas

Integrative Curricula Enakshi Sengupta, 2023-07-26 Recognizing how integrative curricula can provide a framework through which a meaningful benchmark can be applied to student learning *Integrative Curricula A Multi Dimensional Approach to Pedagogy* acts as a fundamental resource to facilitate advise and support higher education institutions in putting forward effective practices

Training in Ophthalmology Venki Sundaram, Allon Barsam, Lucy Barker, Jonathan Than, 2022-07-14 Fully updated for a third edition *Training in Ophthalmology* remains the indispensable guide to address the Royal College of Ophthalmologists RCOphth syllabus for trainee ophthalmologists and is essential for all those studying ophthalmology optometry and orthoptics As a theoretical and practical aid it guides the reader through postgraduate Ophthalmic Specialist Training Emphasis is placed on

the practical assessment and management of key ophthalmic conditions Clearly laid out and highly illustrated in full colour throughout each condition is discussed in two to three pages beginning with general explanations of pathophysiology and clinical evaluation followed by differential diagnoses and treatment options This new edition has been fully revised to increase emphasis on instilling an understanding of the rationale of current practice from first principles with summary tables of seminal studies and distilled guidelines from the RCOphth and NICE This text will appeal to foundation doctors specialist trainees in ophthalmology candidates preparing for the Fellowship of the Royal College of Ophthalmology examination and consultants and allied practitioners looking for a comprehensive yet accessible guide to the subject

Automotive Repair Industry: October 6, 8, 9, 14 and 16, 1969 United States. Congress. Senate. Committee on the Judiciary. Subcommittee on Antitrust and Monopoly, 1969 Newsletter , 1972 *Case Based Research in Tourism, Travel, and Hospitality* Marianna Sigala, Marcela Fang, Anastasia Yeark, Julia N. Albrecht, Oscar Vorobjovas-Pinta, 2024-05-07 This book consolidates case study based research in tourism travel hospitality and events under one roof It aims to consolidate cutting edge case study based research within the wider tourism industry that investigates topical and contemporary industry challenges and practices which in turn can help tourism scholars to build new theory for advancing tourism research and educational practices Case study based research is well recognised for its ability to develop theories and to support pedagogical aims This book explores the repercussions of COVID 19 on tourism in how this has magnified the need and the urgency to use case based research and teaching COVID 19 has accelerated profound changes in the tourism industry that are demonstrated in transformed consumer profiles and behaviours industry structures business models and operations and tourism labour markets Subsequently tourism educators providers and researchers are required to study and address the abovementioned changes by undertaking transformational tourism research that can challenge and shift existing theories and knowledge frontiers help industry and academia alike to reset new industry standards and 2 develop tourism graduates that meet the new industry requirements are resilient flexible and adaptable they possess transferable knowledge and skills that can solve real industry problems The aim of this book to meets the market gap of books focusing on case study based research and teaching and further expands to address the COVID 19 repercussions and opportunities for tourism research and case studies

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