

# 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"> <li>● Define the phenomena of tourism and hospitality and clarify the relationships between these three areas.</li> </ul>	<b>Concepts of Tourism and Hospitality Services</b> <ul style="list-style-type: none"> <li>● Introduction</li> <li>● Tourism, Hospitality, Products, Goods and</li> </ul>	Lecture  Classroom Discussion		Research activity  Homework  Quiz

# Service Management Course Cases And Readings

**DP Hallahan**



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