

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

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